

FIFTY CENTS

SEPTEMBER 1961

The QUILL

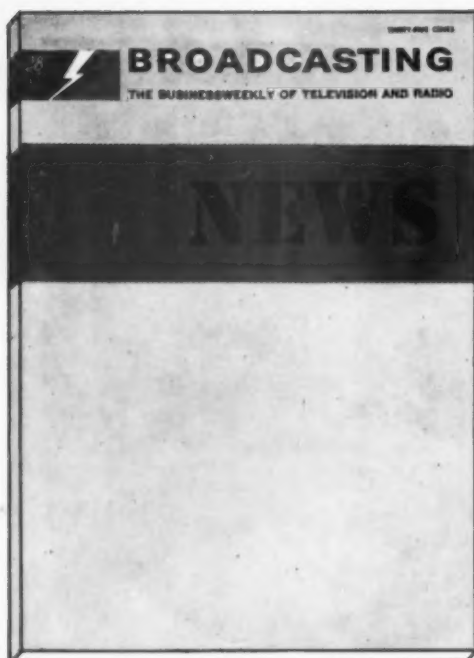
A Magazine for Journalists

The Packaging of Print
Save Some Words
Radio-TV 'Censorship'

● JOURNALISM GROWS NEW ROOTS IN SUBURBS

They commute . . . read local newspapers, too





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Dieting and Weight Watching Are Big Issues to Americans

Mass Media Show Sharp Gain in Importance As Sources of Information on Dieting

Weight Control Is Major Diet Reason

Over 17 per cent of all Americans 15 years of age and over are on special diets of one kind or another, and the mass media are, by far, the leading source of information on dieting. These are two of the conclusions drawn from a study of the dieting habits of the American people done by Universal Marketing Research for the American Dairy Association. The interviewing was done in May and June, 1961.

The study indicates that 7 per cent of all Americans 15 and over are on special diets to lose weight, that another 27 per cent of us don't diet but watch what we eat in order not to gain weight. Compared with similar studies made in 1955 and 1959, there has been an increase in the number of men dieting or watching their food intake to lose or to control weight. The survey indicates that 5 per cent of the men diet to lose weight, compared with 10 per cent of the women. While 20 per cent of the men watch what they eat, 34 per cent of the women keep an eye on their food intake to avoid gaining weight.

Other reasons for special diets include control of blood pressure, heart disease, ulcers, digestive problems of one kind or another, to gain weight. Losing weight is the prime reason for dieting, outdistancing the next major reason 3 to 1.

Millions of People Look for Advice

Boiling all these percentages down into people, the indication is that over 8 million people are on special diets to lose weight, while there are more than 40 million people who are either dieting to lose weight or are busy watching their food intake to avoid gaining weight. This truly becomes a mass market.

It is also interesting to note that this is generally a young market too. Among those 15-19 years of age, 9 per cent claim to be on actual weight reducing diets while another 19 per cent don't diet but do watch their weight to avoid gaining. Considering that in this age bracket most of the dieting is done by girls, this is a relatively high percentage. Among those 20 to 34 years of age, 7 per cent are dieting, another 27 per cent watching their food intake. Among the 35-54 year olds, 8 per cent say they actually are dieting to lose weight, 27 per cent watching. Those 55 and over apparently don't diet quite as much since only 6 per cent claim to be on weight reducing diets, although 27 per cent are still watching their weight—indicating that weight control truly is a lifelong process.

The research study indicates weight controllers depend upon mass media and friends for advice; that, unfortunately, they do not rely heavily upon direct advice from physicians and nutritionists. Newspapers and magazines, as well as radio and television, have shown sharp increases as sources of diet information over the past two years, with 45 per cent of all the people interviewed reporting that they had found dieting information in newspapers and magazines, 33 per cent from radio and television, 29 per cent from friends and relatives.

Weight Controllers Need Plenty of Sound Help

Since many health authorities see excess weight as being perhaps the most serious health hazard facing the American people, it is obvious that those who carry too many pounds need reliable help. Fad diets are likely to do far more harm than good since they seldom accomplish the job of changing eating habits on a permanent basis so that reasonable weight is maintained.

Except in those special cases under the careful supervision of physicians, the best advice for the person who wants to control his weight is to eat a well balanced diet, with the total calorie level adjusted to lose, gain, or to maintain weight as the person might desire. It is seldom necessary to give up any class of foods, and it may well be dangerous to do so.

Telling people to eat a well balanced diet may not seem as "newsy" as some of the fantastic fad diets, but inasmuch as people look to the mass media for advice on dieting, it would seem that the mass media have an obligation to provide suggestions that are nutritionally sound. This tremendous public interest in dieting is a temptation to the headline seeker whose aim is not to help build good health. The mass media should strive to offer diet suggestions that are carefully reviewed by people who are well qualified in the science of human nutrition. Providing reliable diet advice is a very important public service that could mean much to the good health of Americans.



american dairy association

Voice of the Dairy Farmers in the Market Places of America

20 North Wacker Drive
Chicago 6, Illinois

In Way of Introduction . . .

THIS ISSUE of THE QUILL marks the beginning of another chapter in the history of Sigma Delta Chi, for this issue introduces what we hope will come to be a revitalized and inspiring magazine for our Society.

This issue also introduces our new executive editor, and the first full-time executive editor this magazine has enjoyed.

He is Clarence O. Schlaver, a man with long experience in both the magazine and newspaper fields.

It would be impossible, and probably a mistake, to try to make over this magazine completely in this one issue, but we are confident it marks the beginning of a new era for THE QUILL.

It would also be a mistake to assume that one man alone can guide the destiny of this magazine to the potential future we believe it holds for the full membership of our Society.

We need the help of every member of Sigma Delta Chi.

Of course, first and most fundamentally we need:

- Articles which inform, interpret, or predict within the journalism scene, and in so doing perhaps stir worthwhile controversy.
- Photographs which are candidates for "Photo of the Month."
- Cartoons which arm the typewriter with a hammer and those which supply succinct humor.

And last, but certainly not least, we need your objective criticism, both pro and con, for after all this magazine belongs to Sigma Delta Chi and all its members.

To succeed it must be what you want it to be and the best way for the new executive editor to know what that is, is for you to write and tell him.

Dissatisfaction with the status quo is never really an unhealthy sign unless that dissatisfaction goes unheeded.

It is hoped that THE QUILL will become a truly important and successful magazine in the field of journalism, a magazine which surveys and interprets today's journalism while stimulating its readers to collective and individual action for the good of our profession.

This then is the foundation upon which we hope the new QUILL will be built and to this your new executive editor, the executive officer and all others concerned have dedicated themselves.

It is my hope that you, the readers, will help them meet these goals because they won't be easy goals to attain without that help.

EDWARD W. SCRIPPS II
National President

The QUILL

A Magazine for Journalists

SEPTEMBER, 1961—Vol. XLIX, No. 9 Founded 1912

Sigma Delta Chi's National Objective: "Seek Talent for a Profession which Thrives on Truth, Trust and Freedom"

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On the Cover:

Commuters leave train from Chicago at Arlington Heights, Ill. These suburban residents depend on their local press to keep them informed on grass roots issues.

The Editor's Column Right



• The former editor of THE QUILL, Charles C. Clayton, is presented here in a relaxed mood. There's time for Charlie to enjoy a cup of coffee and a cigar before hopping off to Formosa on a Fulbright grant graduate assignment. Sigma Delta Chi wishes bon voyage to its past president and Wells Memorial Key wearer who did so much for journalism and the society in five years of shepherding THE QUILL.



• Here's another past president, also a Wells Memorial Key honoree (1960), but the scene is different. Sol Taishoff here is doing what comes natural to this editor of *Broadcasting*. He's at work as an attentive listener during the Northwestern University Law School symposium on radio-TV.

• • •

• Next Month: Something "hot" about something "cold" in the newspaper world—the flexible role of offset as experienced by the Arlington (Tex.) *Daily News-Texan*. Our writers will circle other journalistic bases, too.—COS

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THE QUILL for September, 1961

Journalism Grows NEW ROOTS

A NEW DAY has dawned in newspaper journalism, and its sun is shining in suburbia.

America's decentralized communities, encompassing more than one third of the nation's population, have created a potent communications media: the suburban press.

Although still very much in its infancy, the suburban press has already won recognition as a journalistic force in the expanding community life of the nation.

The significance of this fastest growing element of the American press is being acknowledged by metropolitan editors and publishers, marketing and advertising executives, and journalism educators and researchers.

DECLARES WILLIAM DULANEY, mass media specialist for the Center for Continuing Liberal Education and assistant professor of journalism at Pennsylvania State University: "The continued attenuation of big city dailies and small weeklies is a trend that shows no signs of slowing down. Heading in the opposite direction is the phenomenal growth of the suburban press—a third force. We are in the middle of what may become the most underplayed story in the history of journalism."

There are now more than 2,000 strictly suburban newspapers—weekly, semi-weekly, and daily. An exam-

ple of the dynamic expansion of the suburban field is Los Angeles County, presently served by 30 daily and 350 weekly and community newspapers.

The potential for growth is staggering. The suburbs, which accounted for most of the nation's population advance between 1950 and 1960, are expected to grow four times as fast as cities. It is estimated that by 1970 more than 60 per cent of all Americans will be classified as suburbanites.

Contrary to the myths fostered by amateur sociologists and cityside cynics, there is no such thing as a "typical" suburb.

This is emphasized by Bennett M. Berger of the University of Illinois College of Communications: "Suburbia is testimony to the fact that Americans are living better than ever before. This is true not only for white collar people but for blue collar, frayed collar, and turned collar also!"

As decentralization continues, accompanied by super-highways, airfields, industry, offices, and shopping centers, the suburbs are becoming increasingly self-sufficient.

These communities represent more growing pains, more news, and more social, economic, and political problems than any other geographical area. Here is where the people are. Here is where the decisions are made today which are going to influence the course of America; for better or for worse, the grass roots of America are now firmly in the suburbs.

AS A RESULT, the pattern of marketing—especially among food chains—is changing so fast that major chains are becoming less and less identified with the central city. Marketing and selling are becoming more selective because of purchasing habits influenced by the change in living patterns.

Clearly, the norm of American aspiration is now in suburbia.

The suburban press is the only effective contact with this exploding market because it is the only communications medium which can provide the information and leadership necessary to help the split-level dwellers understand, appreciate, and adjust to a different mode of family and community life.

The family which prefers suburban living to city

by CHARLES E. HAYES



The author, 30, is executive editor of 14 suburban newspapers published by Paddock Publications, Inc., in Arlington Heights, Ill. He was graduated from Wittenberg University, Springfield, Ohio, with a B.S. in Education degree and from Northwestern University with the M.S. in Journalism degree. Member of Sigma Delta Chi and the Chicago Headline Club, he has earned numerous state and national press awards for news, feature and editorial writing.

in Suburbs

A NEW CITY replaces former cornfields at Rolling Meadows, Ill. It is in such suburbs that the local press has become the "only effective contact with this exploding market," says author Charles Hayes.



life is primarily interested in homemaking, family and neighborhood living—local interests which concern the suburban newspaper and which the metropolitan press, radio, TV, and magazines cannot serve.

Explains Harry Segal, advertising manager for Jewel Food Stores: "The answering of vital questions about people and about things that directly affect people—us, our family and the family next door—this is what makes the suburban newspaper unique."

THE IMPORTANCE of the local function is also stressed by John Strohmeier, editor of the Bethlehem, Pa., *Globe-Times*. "When people move out into the suburbs, they tend to buy the local paper. They want to see what is happening to their tax rate, their schools and neighborhoods. They want to know as much as they can about the town they've settled in. The effect of this rush to the suburbs means that almost overnight some little country newspapers have grown into flourishing dailies."

Mark Ethridge, publisher of the Louisville *Courier-Journal*, last year pointed out that the suburban papers have made the only major gain in circulation—914,756—in the past 10 years.

"In booming communities, weeklies are becoming dailies and more weeklies are being established. Suburban newspapers are growing and prospering," adds Turner Catledge, New York *Times* managing editor.

Marketing and media interests have also awakened to the communications change. F. J. Van Bortel, vice president of *Mar Plan* division of McCann-Erickson Advertising, told a publishers' conference last February: "I believe the suburban newspaper of today is, or should be, an entirely new product."

Although many suburban newspapers are demonstrating new editorial vigor and economic vitality, there are others which have not kept pace with the needs and demands of their changing readership.

There is a sizable segment of the suburban press which is still identified as "hick weeklies," characterized by smudgy type and bumpkin prose. When the population explosion hit the suburbs, these "country printers" were bewildered and confused, unable to grasp what had happened to them, much less know what to do about it.

THIS IS THE AREA of suburban journalism which has been aptly described as "the bulletin board press, serving very well the 19th century but dumbfounded as to what to do about the mid-20th!"

The "bulletin board" service is important and should be continued, but in itself is not enough. The suburbanite's above-average interest in local affairs cannot be satisfied with superficial accounts of the news. The news-editorial package must be improved.

The suburban newspaper can no longer settle for em-

. . . Answers are needed on challenges facing suburbia

ploying a high school teacher to bring in school stories as a collateral duty, phoning the village board president at his downtown office the next morning to find out what happened last night, or engaging a neighborhood correspondent to cover municipal court in her spare time.

There is a desperate need for good writers and first-rate, broadly-educated reporters in the suburban press.

A pool of professional newsmen is being created with the continued demise of daily newspapers. Many of them are discovering the suburban press. One Ohio publisher recently reported that a flood of applications from men with 20 and 30 years experience, all left jobless by the folding of papers in Cleveland, Detroit, and Pittsburgh.

MOST SIGNIFICANT development, however, has been the sharp increase in interest among young journalists. Paddock Publications, Inc. in Arlington Heights, Ill., recently received 51 applications for a staff opening—43 of the applicants were age 30 or under. Many suburban newspapers are successfully competing for top young talent with the big metropolitan dailies.

Why the lure for youth? One journalism educator, with suburban experience himself, provides the answer: "What the suburban press can't afford to pay in money, it can offer in independence, responsibility, integrity, and the canons of journalism."

Investment in competent editorial personnel is essential to the continued success and development of the suburban press. The newspaper must be able to give answers and provide leadership on a host of challenges facing a burgeoning suburbia: sanitation, drainage, water supply, transportation, over-crowded schools, under-staffed public offices, recreation, fire and police emergencies, human relations, delinquency, and all the other areas of community life which in suburbia are in a continual state of crisis. This kind of leadership can be provided only by top quality, professional newsmen.

EARLY IN 1960 it became apparent to several suburban publishers in the Chicago area that if suburban journalism was ever to realize its fullest potential, it needed help to overcome the problems of transition from rural gossip sheet to suburban newspaper.

They prevailed upon a well-known Chicago media specialist, who had been crusading since 1950 for the future of the suburban press, to address the annual meeting of the Cook County Suburban Publishers Association.

That talk by Chester K. Hayes was a turning point in the course of suburban journalism: he spoke of the problems confronting suburban publishers, including the need for suburban journalism to establish a distinct character and to build new editorial stature; he stressed the importance of organized action.

AS A RESULT of Hayes' message, eight Chicago area publishers in August, 1960, organized the non-profit Suburban Press Foundation, adopted by-laws, and hired Hayes to serve as executive director.

The foundation's goal: to develop a new character for the suburban press.

Early accomplishments include:

- A special promotion, held in cooperation with the Chicago convention of the National Canners Association, which documented the importance of the suburban press and its common interest with the food industry in home and community living;

- Initiation of an institutional advertising program with a full-page ad in *Look Magazine*;

- An editorial clinic which stressed the need for editorial investment and leadership;

- A marketing clinic which was a first step toward research to determine what kind of information regional and national advertisers want from suburban publishers; and

- Completion of special survey reports of each member publishing operation, and professional editorial evaluations of each member newspaper.

STANDARDS for membership were established to assure editorial quality and economic stability among member newspapers.

The Suburban Press Foundation's initial year of operation was climaxed by its first national conference, June 16-17, in Chicago. Heralded as "a milestone in the progress and power of journalism," it marked national expansion of the foundation.

Observed Roy L. Burton, business manager of the Dayton (Ohio) area's *Kettering-Oakwood Times*: "A large group of quality suburban newspapers can emerge as an entirely new medium in America. It will take time to do it, but once we get to that point we will be a different medium, and a medium that will reach the nation's most lucrative market."

The conference resulted in immediate expansion of the foundation outside of Chicago. Joining 10 Chicago area members were publishers from Detroit, Milwaukee, Los Angeles, and Minneapolis. Applications from other metropolitan areas have been received at the

SUBURBAN EDITORS HUDDLE—E. L. Dardanell (left), publisher of suburban newspapers in the Pittsburgh area; Robert Y. Paddock, president of Suburban Press Foundation and vice president of Paddock Publications; and John E. Tilton (right), publisher of the Twin City Suburban Newspapers, Minneapolis, chat between sessions of the First National Conference of the Suburban Press Foundation.



foundation's Chicago offices, 173 West Madison St.

"This is a continuing program," said Hayes, "to expand the vision of suburban journalism, grasp the opportunities for growth and stability, and meet the existing challenge for community leadership, all within the framework of good business sense."

To assist in editorial development of member papers, the foundation secured the services of one of the nation's most-respected journalism educators, Dr. Curtis D. MacDougall of Northwestern University's Medill School of Journalism.

As EDITORIAL consultant to the foundation, Dr. MacDougall has spent a year studying suburban newspapers, probing the changes in suburban living, and helping revamp the news-editorial package of the suburban press.

His conclusion: "I honestly believe that the new frontier of journalism is the suburban field. What is more challenging? We read these romantic tales of Mark Twain and William Allen White and these fellows who went to the wilds of half a century ago and battled the forces of evil and became immortal. The new population and economic frontier today is the suburb."

Warning publishers that no inferior product, at which people sneer, can long survive, Dr. MacDougall emphasizes: "You have to be the best seller in your community. I don't mean best seller just in terms of circulation, but in terms of prestige and reputation. You should do what you can do best, what the mets can never do—report completely the problems of areas in which you circulate, with depth and understanding and courage. Then accept the leadership accruing because of your superior knowledge with a strong, forward-looking, progressive, and fearless editorial policy."

While some suburban newspapers still cling to rural habits, there is growing evidence of the new stature and maturity of the expanding suburban press.



EVALUATING editorial content of newspaper with two suburban newsmen is Dr. Curtis D. MacDougall, professor of journalism, Northwestern University. Left, Richard Gottsegen and right, Robert Frisk, members of editorial staff of Paddock Publications, Inc., Arlington Heights, Ill., publishers of 14 newspapers in area northwest of Chicago.

The results of a survey last year of the original members of the foundation demonstrate the extent of this growth and development.

Since 1950, these papers have experienced a circulation growth of 113 per cent while population in the areas they served increased only 60 per cent. During this same period, the average number of full-time editorial employees on these papers more than doubled.

Since news stand sales are considered "guaranteed readership," it is significant to note that 43.2 per cent of these newspapers are sold from stands.

Further evidence of their growth is shown in a comparison of gross income figures for 1950 and 1960. These newspapers more than doubled their income in the 10-year period—the average gross income for the group climbed from \$203,000 in 1950 to \$446,400 in 1960.

The "new look" in suburban journalism is best illustrated with a typical case history—the Park Forest *Star*, one of three semi-weeklies published by W. R. Williams' prosperous Star Publications.

Located 30 miles south of Chicago's Loop, Park Forest (Pop. 30,000) has become synonymous with post-war suburbia. It is one of the most discussed, written about, analyzed, visited, revisited, and lived-in places in America.

Williams, who is also vice president of the Suburban Press Foundation, started the Park Forest *Star* in 1949—the same year the village was incorporated. Founded on solid news coverage and vigorous editorial leadership, the *Star* is a briskly-edited, professional publication which averages a healthy 36 pages on Sunday and 54 pages on Thursday.

WITH A WELL-BALANCED editorial diet of civic-boosterism, human interest, personalized as well as "hard" news, and responsible coverage of such "hot" controversies as integration, delinquency, and political corruption, the *Star* has flourished. It now boasts of 7,000 subscriber families out of 7,500 family units.

Explains news editor Charles Mason: "I think our position is to report the news fairly and brightly, keep a weather eye on the future, take vigorous editorial positions, and make sure the ordinary guy can still get his name in the paper for something other than running a red light."

Promotion-wise Williams regularly offers his readers and advertisers specialized sections on such interest areas as food, fashions, furniture and appliances, boating and camping, home building and real estate.

This emphasis on editorial quality and service has paid off in advertising as well as circulation. A University of Illinois survey in 1959 revealed that a majority of Park Forest residents are aided most in their local shopping by advertising in the local paper. A total of 88 per cent of those interviewed said they shopped locally; 62.4 per cent said the local paper helped them most in planning their shopping.

One of the *Star's* best food store advertisers has increased its gross from \$20,000 in 1952 to more than \$125,000 in 1960.

The "revolution" in suburban publishing policies was summed up recently by Robert Y. Paddock, vice president of Paddock Publications, Inc. and president of the Suburban Press Foundation:

"Gone are the lackadaisical days of ducking out early to a ball game. Gone are the days when a publisher could walk down the street and call everyone he met by name. Publishers are doing things today they never thought of doing 10 years ago. That's the result of the population explosion and the movement of families from cities to suburbs."

The most intelligent—and realistic—appraisal thus far of the imminent changes in journalism for both suburban and metropolitan newspapers was expressed recently by the Knight Newspapers' Al Neuharth, assistant executive editor of the Detroit *Free Press*.

Explaining that the Knight organization has been experimenting with a number of approaches, particularly in Miami and Detroit, Neuharth declared: "Our basic approach is for our central city dailies to provide the reader with the very best package of major foreign and national news, along with the most important local news developments. We try to supplement this with an all-star lineup of syndicated columns, features, comics, etc. It is our feeling that these are the areas in which the metropolitan newspapers can always continue to excel over suburban publications.

"We do not, however, pretend to compete with the suburban dailies on the matter of local coverage. It is my feeling that this is properly a function of the suburban paper and that metropolitan papers ought to recognize this."

"I SEE NO REASON why a good metropolitan daily and a good suburban daily cannot co-exist," he continued. "Both of them should strive to be so outstanding in their particular functions that the suburban reader will want his local paper for the local coverage and the leading metropolitan daily to provide him with some of the top-flight columns and features which the suburban publication can't offer."

UPI'S BEST OF THE MONTH . . .

United Press International board of judges presented first prize for the July monthly photo contest to Albert Coya, one of their regular free-lance stringers in the Miami (Fla.) area, for the striking sequence shown at the right. Coya was fortunate in being at the scene while O. C. Jackson (pictured at upper left) was stopped by an officer who suspected he was the man wanted in Dayton, Ohio, for a double slaying. Jackson pulled a gun from his brief case (upper right) before he was jumped from behind by a bystander (lower right). Harold Blumenfeld, executive picture editor of UPI, notes:

"Action—captured on the spot—is a priceless commodity. And the spot news photographer at this time captured on film a scene which would have taken a thousand words to tell. Coya was alert to utilize the situation, show technical ability to manipulate his camera quickly, and produce a series of exciting pictures."

QUILL is inaugurating a "Photo of the Month" series of presentations and the editor invites contributions in order that a choice can be made from many sources.

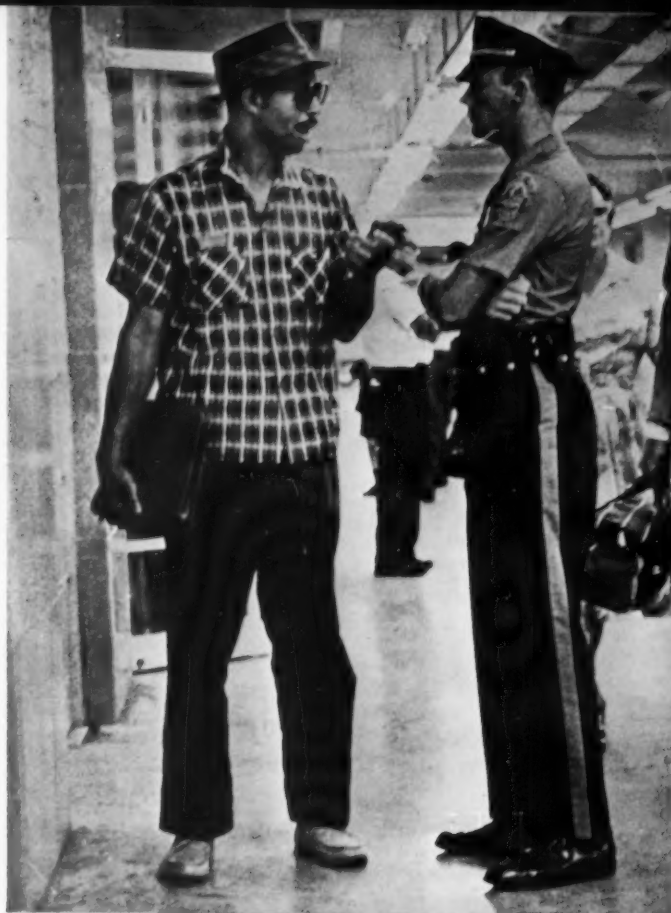
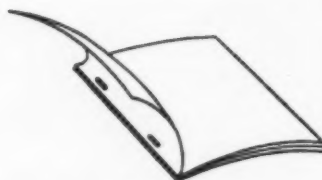


PHOTO SERIES OF THE MONTH



SEWED SOFT COVER



SIDE STITCHED

deserves PRINT better packaging

by KARL F. ZEISLER

SOME BOOKS, MAGAZINES, and newspapers stink. I mean that literally; I'm not being critical of their content. Some behave obstreperously when you try to consume them, snapping shut to lose your place or glaring back at you in light reflected from their pages. Some are diabolically casketed to protect them till eternity from the Postmaster General's minions, making you wonder how the Old Lady from Dubuque, short of wielding Lizzie Borden's axe, ever gets them open.

In today's tough competition among the media for the consumer's time, attention, and loyalty, the print media urgently need a major packaging study, followed by intensive, cooperative Research & Development of better physical embodiments for books, newspapers, and periodicals.

"Packaging" almost remains a dirty word because of its overuse by Madison Avenue; fortunately it has almost recovered its old meaning as the gray flannel mouths now spout "image" as the new shibboleth. Isn't it self-evident, however, that to compete with television's snap-on, flip-top, zip-open package, or hi-fi's long play 33's and automatic record-changers, print, which requires energy to absorb, needs to reduce the energy wasted by consumers on clumsy, cantankerous, and obsolete packaging?

Paper, ink, binding, covers, size, format, makeup, type, and enclosure for distribution deserve a new, hard look in the impartial laboratory. While some publishing firms and manufacturers supplying the industry conduct research, and one newspaper publishers' association did produce the maximum-shrink matrix to save newsprint, no frontal attack is in sight.

Yet until the printing and publishing industry, fifth largest in the U. S., exhausts all the possibilities of making its package of print as easy and convenient as possible for the reader it hasn't begun to meet the audio-visual competition even half-way. It wouldn't take a very costly or extensive consumer survey to suggest points of attack in such a Research & Development undertaking.

Let's take a peek as the all-too-rare habitual reader in our sample pounces on what his faithful postman has just delivered to his home. If he has a razor blade or a butcher knife handy he can extract his Sunday New York Times from its plastic raincoat dry, intact, fresh, and ready to read.

But why doesn't it have a pull tab such as competition forced on cigaret makers? Easy-opening cartons for mailing books were devised by the book clubs. Then a competing packager came up with a two-layer bag that could be stapled shut. Can't you just see the de-



SADDLE STITCHED



CASE BOUND (SEWED)

lighted mail-room boys quick-drawing their staple guns? And if you slit the bag to get out the book you shower the library table (do such appurtenances still exist?) with the fluff that protects the book from mail damage.

Oh, I know, they've got a zipper-type tab on some of these time capsules, but for butterfingers like me they tear off. *Wisdom*, *Horizon*, and a few other luxury publications, I must admit, do pretty well, on a damn-the-cost budget.

THE BOYS WHO operate the mail-room wrapping machines are all glue addicts. They see to it that a surplus of adhesive oozes off the paper wrappers of magazines so that you rip off part of the cover or the back page ad with the wrapper.

How many editors get their own publication in the mail? I love the rugged old country weekly newspaper, and editors send them from all over. Having toiled till the dawn's early light wrapping "singles" myself, I sympathize, but not too much, with the mailer's desire to wrap each copy as tightly as possible to save bulk on his trip to the P. O. I keep a superhoned, extra-thin paper knife to undo their work, but even so what I eventually extract is usually mutilated. Last week I got a small daily from a dutiful secretary of an editor friend. She had not only wrapped it tightly in brown paper, but encircled the wrapping with adhesive cellophane tape!

Don't we commoners *trust* Uncle Sam?

By the time the reader gets his book, paper, or magazine unenclosed, it is not only creased, torn, or rolled so that it never recovers flatness, but he has exhausted his tool box, strength, and patience.

IT WOULDN'T TAKE a Manhattan District \$2,000,000,-000 A-bomb budget, would it, to improve mailing enclosures?

Ingenious annoyances to irritate and deter readers once they get inside are as old as the tear-out coupon.

I have continued a determined and totally ineffective campaign to refuse to open and read foldouts, foldups, gatefolds, and all other abortions of normal page openings. Who gains what from such devices to peddle advertising and bedevil readers?

And how does today's print smell?

Frank O'Connor, in his autobiography, mentions that he can no more pass by a baby than a bookstore. One of the appeals of the old-fashioned bookstore, not an adjunct of a pharmacy or an airline terminal, was to the olfactory sense. Old-fashioned books in buckram, morocco, or vellum, with the faint scent of old-fashioned ink, smelled good—the fresh, clean, nostalgic smell anticipatory of good reading. No old reporter can pass by a newspaper shop in a small town without dropping in for a refreshing whiff of that characteristic compound of ink, sulphite paper, gasoline, machine oil, sweeping compound, disinfectant, and feminine perfume that sets newspaper shops apart from all other businesses.

EVERY TIME I lick a dime store envelope my sense memory calls up an olfactory disappointment with today's print products. "Aromatic" inks, foul glue, smelly coated papers, and plastic bindings all evoke unpleasant odor associations. I'm sure horse hoofs are no longer the chief ingredient of bookbinder's glue, nor am I suggesting the abomination of perfumed ink. But I suspect innovations in ink, binding, and paper are not always subjected to a simple smell test. And the nose is a powerful organ, especially when offended.

In our house we keep a cake of Lava soap in the downstairs halfbath for family use every Friday night. That's the night we get *Life*. We also use it other nights for other magazines with four-color covers. In our hot, sweaty hands at least three of them leave their imprint. I'm sure you've been annoyed by this as well as by the coverless magazines in doctors' and dentists' offices—the ones not sheathed in Plexiglas. Covers ought to stay on, it seems reasonable, and ink ought to stay on them, on the theory that magazines get a multiple reading.

SOME MAGAZINES use a glue stripper in the gathering machine to reinforce the saddle wire staple and help hold the cover in place. Some magazines such as the *Saturday Evening Post*, *Look*, and *Life*, use the same device to stick center pages in place and hold them past second reading. These daring experiments deserve applause. I'm not sure the saddle wire staple has exhausted man's ingenuity. Unwarily smoothing pages

open I've often stabbed myself on the projecting ends.

Beyond a certain thickness, saddle stapling (to the uninitiated, this is the staple that goes through the spine or center of the magazine) simply doesn't hold the pages together. Not even wire as thick as a coat hanger can penetrate more than a couple of hundred pages, though *Scientific American* somehow manages with three big staples, their ends bent out rather than in. Saddle wire stapling has the double advantage of cheapness and of allowing pages to open flat. But I doubt if it is still in use on *Alpha Centauri* or whatever that nearest star is where a higher form of life may exist.

SLIGHTLY MORE EXPENSIVE, because it doesn't attach the cover at the same time, is side wire stapling. This is where the staples go through the bound edge of the magazine sideways, and the cover is glued to the resulting flat spine. Usually when a magazine gets thicker than 200 pages it is side, rather than saddle, stapled. Some of the highbrow monthlies don't wait for 200 pages on the assumption there is some snob appeal to side stapling. It has nothing but disadvantages. Those edge-inserted staples are what snap the magazine shut on the unsuspecting or dozing reader. The pages won't open and lie flat. The glued covers enjoy the diabolical intransigence of all inanimate matter by delighting in coming off.

An ingenious technical gimmick helped launch the paperback or soft-cover book industry. It goes under the equally ingenious name of "perfect" binding. It's damned near, but not quite. For cheaper paperbacks an elastic adhesive is forced against the backs of the signatures, which are slit or notched so the stuff can penetrate between pages. If you use a little care in open such a book it will last for several readings. Quality soft-cover books have their signatures stitched together with nylon thread.

SO FAR ONE MAGAZINE, to my knowledge, *Architectural Record*, has experimented with an adaptation of "perfect" binding in a 400-page edition, whose pages lay flat and whose cover stays on. Somewhere between saddle stapling and nylon stitching, perhaps in the "perfect" area employing new adhesives, binding is bound to find the solution, if someone presses the cooperative Research & Development button. John Tebbell (*Saturday Review* March 11, 1961) predicts the soft-cover and hard-cover book dichotomy will disappear in a future plastic cover. This wouldn't solve the magazine binding problem, but points hopefully to the new-product, new-method route toward solution.

Let's consider another aspect of print packaging:

Discontinuity seems to be as ingrained in the print media as it is in particle physics. Some venturesome spirits seeped down from the attic or out of the baseboards just before *Collier's* bit the dust, or was pushed.



Karl F. Zeisler, author of the accompanying article, is a member of the journalism faculty of the University of Michigan and considered an expert in the typographical field. He reports at press time that Walt Leonard, publisher of the *Chelsea (Mich.) Standard*, has discovered that an experiment in mailing papers in 9½ x 12½-inch manila envelopes works—technically and economically. So, it appears that the better packaging for print reform is spreading and Mr. Zeisler adds, "It's about time."

Instead of "jumping" stories and articles from an ad-free front-of-the-book to narrow alleys between the cat-and-dog ads in the back of the book, *Collier's* ultimate editors boldly ran their stories and articles on successive pages and columns until they came to the end.

I'M SURE THIS idiosyncrasy didn't kill *Collier's*. I will never forget its subtle flattery implying that I, the reader, was more important than X, the advertiser. And it spoiled me. I like to read pieces from beginning to end. All reader studies show an appalling loss of readership in stories jumped to back pages. *Reader's Digest* doesn't have the top circulation by sheer chance. Maybe television has a point. Even if it interrupts its programs for commercials, you don't have to thread your way through half a dozen channels to pursue your program to its conclusion. Ever mistake "Continued on page 89" for "Continued on page 98"?

The most abominable reading vehicle in all respects is, without any question, the "standard" newspaper, 15 by 23 inches, approximately, although the page size has been progressively shrunk to shave paper costs. Compare the page size of any daily you read with any weekly, where paper cost is a minor factor. Its bed-sheet size was determined, centuries ago, by the weight of a "chase" or metal frame of type for one page a printer could hoist on the old screw-down press, which Gutenberg adapted from contemporary wine presses.

The tabloid rash in New York in the 1920's had only one rational *raison d'être*—elbows in the subway. Today, newspaper presses comprise an Iron Maiden inflexibly producing standard size or tabloid size (half the standard size) pages. Any newspaper that deviated from this pattern not only couldn't get ad plates but would pay astronomical prices to have its presses, chases, folders, and other equipment made to order.

But hold! There exists an escape. The offset lithography printing process, photographing the "copy" from cold type, can expand or shrink the printed page to any dimension. It could even enable magazines to break the size barrier without sacrificing advertising. Offset is about to come of age. A number of daily newspapers such as the Warren (Pa.) *Observer* and the

Greenville (Mich.) *Daily News* are printing with brand new offset equipment. Many industrial publications, including employee papers, get beautiful reproduction by offset.

This evolution from the old stone-and-crayon lithograph of medieval artists may yet break the print media's chains of size and format, and the cost of cast lead or hot type. It may, if the industry wants to break its chains enough to finance R. & D.

NOW THAT THE PRINT media are under the mushroom cloud of electronic competition, and even if it's 20 years late, the kind of research an optics physicist named Matthew Luckeish did on type, paper, and color for General Electric ought to be resumed. I don't know anything more annoying to the reader, for example, than the obstinate fold patterns of newsprint. Why can't paper be built that would tear on straight lines for scrapbookers, that wouldn't collapse when you opened a page, that would fold on the creases and lie flat after being folded for mailing?

Only slightly less annoying is the absence of folio information. This is the page number, the date of issue, and the name of the publication. Newspapers shrank it from eight to two columns to save paper. Magazines skip it on bleed pages where the advertising usurps the margin. To me this is comparable to the railroads leaving their names off freight cars.

PREDATING OF periodicals has been compared, by some purists to payola on TV; I wouldn't go that far, but I think it is as bad as palming off unidentified re-runs. Outstate you get metropolitan dailies printed the day before, but with the front page updated and the inside folio lines chiseled off the plates. This leaves you in total confusion as to when the reported events transpired. Monthly magazines bring out their June issues in May and weeklies delivered on Tuesday, May 9, are usually dated May 15 to make you think you are getting the latest.

Is once a week the best interval for the newsmagazines?

Is a three-pound Sunday *Times* the best delivery system for the *Times'* undoubtedly superb output?

Are the print media best served by more or less black ink on more or less white paper, held together by saddle stapling?

When TV goes entirely to color with hi-fi stereo sound, and even possibly to 3-d, can black and white print survive?

If it does, it plainly needs to get on the ball. If anybody has any doubts of the need to package print more effectively to appeal to contented readers I recommend reading of a scholarly book totally ignored in the print media. I can see why; it's scary. It is entitled *Exploring Communications*, edited by Carpenter and McLuhan, and published, 1960, by Beacon Press, Boston. As the story comes out in the book, print doesn't necessarily win.

Hemingway Postscript

Newsman Provides Quill With Story-Telling Photo



• The most recent, most grimly fitting photograph of author Ernest Hemingway available at the time of his gunshot death in Ketchum, Idaho, was taken by Carl E. Hayden, head of the Salt Lake *Tribune's* Idaho Falls news bureau since 1936.

It shows Hemingway holding the 12-gauge double-barrel shotgun that killed him. It was his favorite.

And it revealed his care with guns—an important factor in ascertaining cause of death. It was his habit to "break" double barrels, pull bolts of rifles, upon taking into hand.

No publication, not even *Life* which spread the story, had such a photo.

Photo data: Rollei, older model; Mecablitz, battery type; Tri-X film, 200 speed; indoors with window-light assist, 100 at 11.

SAVE SOME WORDS

WHY THE APPARENT apathy toward loose writing? In the interest of coming up with a new answer, perhaps a change in tactics is apropos. Instead of calling the tired defendant to the stand again and trying once more to prove that he has lost pride in his work, let's put the **plaintiff** on the hot seat. Is he guilty of contributory negligence? Is he doing enough to help the **defendant** mend his ways?

Too often, anti-loosewriting campaigns amount to little more than a blanket indictment of shoddy workmanship and the publication of a list of classic redundancies. The implication is: "Avoid these examples and your troubles are over."

Such an approach is as unsound as a three-legged table.

First, it assumes that loose practices can be actually embalmed in a list in disregard of the fact that new examples crop up daily.

Second, it does not pin down the nature of the problem or its scope. All loose practices are tossed into one hopper, that of redundancy. Actually, redundancy is the name of the galaxy. It has many constellations: Tautology (needless repetition of the same information in different words); pleonasm (repetition for emphasis that can be removed without harm to meaning); verbosity (nonfunctional use of words); diffuseness (the opposite of conciseness); prolixity (wearisome attention to detail); and circumlocution (indirect expression). The only reason the number isn't larger is that grammarians ran out of names.

THIRD, IT WON'T get results because it fails to show the defendant that he has a problem. It's not enough to charge: "You're guilty of tautology, pleonasm, verbosity, prolixity, circumlocution, and other redundancies too numerous to mention." The defendant will plead not guilty even if he's an habitual offender.

What's more, he's being honest because he isn't aware that he has a problem—otherwise (give him some credit) he wouldn't have it. He won't see the light until you confront him with evidence.

by HARRY CHANDLER

copy editor, *Steel*
Cleveland, Ohio

The question arises: So why bother with a formal approach?

Of course, constructive help can be given on a story-by-story basis, but the process is haphazard, meaning a comprehensive, formal attack (followed up with story-by-story counsel) is highly desirable.

A practical program is based on known needs. It can be built by:

1. Analyzing your copy, looking for typical "areas" of loose writing.
2. Defining each area in your own words, avoiding labels like tautology and circumlocution.
3. Collecting examples. (It's a good idea to keep a continuing record.)

Here's an example of what can be done. The areas are defined first:

1. Remember what you have said.
2. Look for short cuts.
3. Avoid using both the general and specific.
4. Omit the obvious.
5. Cut down on length by directness.
6. Avoid defining one word with another.

Here are examples in each area, plus recommendations. The examples are in italics.

1. Remember What You Have Said

A. Within phrases:

A previous operation at a prior station.

The last four words should be dropped. "Previous operation" and "prior station" say the same thing.

B. Within sentences:

Cadillac has a remote control trunk lock which permits the motorist to unlock his trunk without getting out of his car.

The "which" clause should be eliminated.

C. In succeeding sentences:

The company will build a new plant. Actual construction of the new plant will start in June.

Say it this way: "The company will start to build a plant in June." ("New" isn't necessary. Ever hear of anyone building an "old" plant?)

Producers are elated over the current demand for steel. At this time of year, demand usually slackens; so by the first of the year, steel salesmen have little to do for several weeks. However, steel is not following the usual historic pattern this year. It is holding at remarkably high levels.

Here we can reduce 50 words to 15: "Producers are elated over the demand for steel, which is usually slack at this time."

2. Look for Short Cuts

A. Within phrases:

in spite of the fact that

"Although" will do.

for the reason that

"Because" says the same thing.

though it's within the realm of possibility

"Though it's possible" says it.

before the Oct. 1 price increase goes into effect

Omit the last three words.

B. Within sentences:

The tests were being carried out on behalf of the Society of Ship Riggers.

Replace "being carried out on behalf of" with "for."

C. In succeeding sentences:

Professionals who sold wheat short earlier in the year must enter the market now to cover. The price of wheat is a minor consideration to them as they must get sufficient quantities to cover commitments.

You can say the same thing at a saving of 14 words:

"Price is no consideration to professionals who sold wheat short earlier in the year and must enter the market to cover."

3. Avoid Using Both the General and Specific

A. Within phrases:

a small, two-ounce can

Use only the specific: "two-ounce can."

B. Within sentences:

The tool cuts cleanly, without distortion or burring.

"Cleanly" is general. "Without distortion or burring" are the specifics. Drop "cleanly."

C. Within succeeding sentences:

Precision cutting of heavy gauge sheet metal is done by this 13-pound machine. It cuts steel up to 10 gauge and aluminum to 8 gauge.

The first sentence is general; the second is specific.

Consolidate them: "This 13-pound machine precision cuts steel as heavy as 10 gauge, aluminum as heavy as 8 gauge."

4. Omit the Obvious

A. Within phrases:

doomed to failure

"To failure" is excess baggage.

tailormade to meet individual requirements

The first word is enough.

B. Within sentences:

The wheel is made of hundreds of pieces of cloth-coated abrasives, factory formed into a wheel.

It's hardly necessary to explain: "The wheel . . . is factory formed into a wheel." Drop the last five words.

5. Cut Down Length by Directness

A. Within phrases:

tin acts as a barrier

Substitute "is" for "acts as."

ordered a total of 2,000 cars

Drop "a total of."

B. Within sentences:

There's not much being done in the way of buying.

"There" sentences are invariably indirect. Say something like: "Buying is slow."

There is a great demand for skilled workers.

Start at the right place. Make it: "Demand for skilled workers is great."

6. Avoid Defining One Word With Another

zirconium metal

Zirconium is a metal.

Past history

All history is in the past.

present status

Status means now.

Foreign imports

Ever heard of a non-foreign import?

specific examples

If it isn't specific, it can't be an example.

new discovery

If it's not new . . . well.

midway between

Either will do.

Nautilus submarine

The Navy will be happy to know that.

inertia at rest

Hmmmm?

There Is No Half-Way Point in Censorship

by Senator A. S. (Mike) Monroney (D.—Okla.)

(Abridged from remarks at Sigma Delta Chi dinner in Washington, D. C. June 7, 1961. The senator is a member of the society.)

To impose restraint at the point of publication is like trying to dam the Mississippi at the mouth instead of its source. There can be no half-way point of censorship. In fact, you could boast that 99.44 per cent of the news was uncensored, but if .66 per cent was withheld, this fact would still undermine the credibility of the whole. The slightest withholding of information would cause public doubt.

Suspending economic incentives is a far less sweeping measure than suspending the right to know of the people in a democracy. The latter could destroy our greatest source of strength.

Radio-TV Censorship, Programming Debated

ULTIMATE DECISION on the extent to which the Federal Communication Commission can consider programming in licensing renewal will rest on a Supreme Court interpretation of the First Amendment's no-censorship principle.

This was the only apparent conclusion reached at "pre-summit" conference on radio-television censorship—the seminar of the Northwestern University Law School, Chicago. Held August 3-4, the symposium with 20 national figures participating was in essence a debate over the topic of freedom and responsibility in broadcasting.

Sigma Delta Chi, which has long maintained a battle against censorship of any media of news communication, whether by the printed or broadcasted medium, was represented by Warren K. Agee, executive officer.

Participants clung tenaciously to these arguments:



- Newton N. Minow, FCC Chairman—The FCC has the right to consider past program performance in its license renewal proceedings.

- Leroy Collins, NAB President—"The FCC may not substitute its taste and judgment of programming for that of a licensee. But, at the same time, we should not expect the FCC to close its eyes to abuses in programming reflecting a gross lack of qualifications to enjoy the license privileges." Mr. Collins' proposal for a September "summit" meeting was endorsed by Chairman Minow.

- Roscoe Barrow, dean of the University of Cincinnati College of Law—Reviewing various proposals that have been advanced for improving program quality and variety, he declined to propose any "solutions" because of his relationship as a consultant to FCC.

- W. Theodore Pierson, Washington communications lawyer—"Unrestrained programming is to be preferred over a vast wasteland of withered liberties." He held that the Minow and Barrow philosophy will result in a high degree of centralized governmental control amounting to censorship. . . . "It will mean admitting that technological advance inevitably and progressively takes its price in the loss of liberty."

- Prof. Louis L. Jaffe of Harvard Law School—"The Supreme Court has held for perhaps 20 years that to punish after an event is just as much censorship as prior permission to print." He expressed the hope that "a determined and continued effort by the organized cit-



MEN AT WORK in listening at Northwestern University Law School broadcasting seminar.

izenry brought to bear on advertisers and licensees will bring about some amelioration. Given our prevailing culture, not much more can be expected."

- Warren K. Agee, executive officer of Sigma Delta Chi—He noted that Sigma Delta Chi has historically opposed censorship in any form and cited FCC testimony by E. W. Scripps II, now SDX National President, in December, 1959, opposing federal intervention in programming. "When government interposes itself in the free market place of ideas, even with the best of motives, we lose far more than we can possibly gain," Agee said.

Other participants in the two-day symposium chaired by J. Leonard Reinsch, executive director of the Cox stations and tv-radio advisor to President Kennedy were: John W. Guider, President WMTV-TV, Portland, Me.; John E. Coons, Northwestern Law School, conference director; Peter Goelet, founder of the National Audience Board; Charles H. King, former FCC member; Clair R. McCollough, NAB board chairman and general manager of the Steinman Stations; Ralph McGill, editor of the *Atlanta Constitution*; Sig Mikelson, vice president of Time, Inc.; Nathan L. Nathanson, Northwestern Law School professor; Morris S. Novik, consultant; Ward L. Quaal, executive vice president and general manager of WGN, Inc.; Sol Tashoff, editor and publisher of *Broadcasting*; and John Taylor, general manager of educational WTTW-TV, Chicago.

THE BOOK BEAT

The Wit and Wisdom of Sydney J. Harris

by WILLIAM PAUL SCHENK

Last Things First, by Sydney J. Harris (Houghton Mifflin Company, Boston, 338 pages, \$4.00, publication date: August 24).

* * *

TWENTY-FOUR YEARS ago, while trying to impress Carl Sandburg with my intellectual attainments and how worried I was about the fate of people who read newspaper comics, he slowly sucked the last breath of life out of the one-inch stogie between his lips, and said, "Relax, Bill—after all, they keep 'em from reading the editorials!"

I don't usually read the editorial page, and I have seldom looked at the syndicated column, "Strictly Personal," that appears every day on the editorial page of the *Chicago Daily News*. But now I have read the 186-plus of the columns Sydney J. Harris decided were the best he wrote during the last few years, and gathered into this, his third book. I feel vaguely unsure of myself trying to evaluate the work of so gifted a writer and so skillful a thinker. But whatever risk I run, I must share my enthusiasm with the readers of *THE QUILL*.

I have forgotten most of the little I was once taught about the rules and regulations of literary criticism; but I am sure that for my own sake, and my children's, I'd like everyone I know to read *Last Things First* as a textbook—with a pencil in one hand for underlining. Because essentially it is a textbook—a textbook of *conduct* for people: as individuals, as citizens, and as members of the human family—let alone for journalists.

It's a textbook for parents, husbands, wives, after-

dinner speakers, writers of advertising and of autobiographies, cocktail-party guests, the limelighted and the obscure, and the rest of the nation's adult delinquents. But it is readable as is no textbook you've ever studied. There's a chuckle, a big yak, or an "I'm guilty"-admitting grin every few pages: sometimes several on one page.

True, once or twice I've heard someone call Mr. Harris an *egotist*. Maybe he is. Here and there between the lines of his book I thought I caught a certain self awareness: of Harris the Writer; Harris the Ladies' Man; Harris the Kind Old Daddy Who Dresses the Children; Harris the Chess-Player; Harris the Mechanical Dope Who's All Thumbs When It Comes to *Fixing* Something. But this is Harris' right, his hard-earned privilege; and he doesn't exercise it unfairly or unselfishly as many of his readers would.

But journalism students and professionals should read these essays in full, as Mr. Harris wrote them: Our Language Has Become Fuzzier; How Time Makes Good Words Bad; A Lesson in English for Thurber; You Need an Ear for Words to Write; and others, in the section he calls "Of Words and Phrases."

Yes, I am tempted to agree with my friend, Milton Mayer, who wrote that Mr. Harris' columns come "closer to being cosmic than any other American newspaper column." And, if it's a rule and regulation of book reviewing to make at least one uncomplimentary remark, let me say that on page 206, line 23, the word "no" is a misprint for "to."

'Tell It to Sweeney'—Formula for Success . . .

THE "HEY, LOOK" and "gee whiz" journalism of the New York *Daily News* is chronicled in first-rate fashion by John Chapman in "Tell It to Sweeney" (Doubleday and Co., Garden City, N. Y., \$4.95).

If the book seems, at times, to be written a little too lovingly, it may be excused, for Mr. Chapman is a *Daily News* employee, its drama critic.

What difference, it's well worth reading.

For those who didn't know (including this reviewer), the "Tell It to Sweeney" was a slogan to lure advertisers who considered the fledgling *Daily News* a little too brash and unorthodox—"Tell It to Sweeney! (The Stuyvesants will understand.)"

And the Stuyvesants did, even though they had a way of denying that they read the newspaper: "The cook brings it in."

When the *Daily News*, conceived by Chicago *Tribune* boss Colonel Robert R. McCormick and his cousin, Captain Joseph Medill Patterson, broke into New York's market, it was one among 17 dailies. In only six years the *Daily News* went over the million mark in circulation, ahead of the 11 remaining papers. It has been the top New York seller ever since.

What was its formula for circulation?

Sex, sin, scandal and Sweeney's success. There were (and are) a lot of Sweeneys in New York City.

Now, it's giving Sweeney and his kin, along with sex and sin, Khrushchev, Willy Brandt and McGeorge Bundy.

And, can this be all bad?

—ROBERT G. TRAUTMAN

Our Readers Write . . .

ORCHIDS FOR PHOTOGRAPHY

● J. Parke Randall's dramatic series of the collapsing Indianapolis 500 grandstand was an excellent choice for this year's SDX news photography award.

Randall must have a keen sense of photography welded into his free lance habits in order to take pictures while other photographers scattered for safety or opened their mouths in a gasp instead of their camera shutters.

Another man on the scene apparently had the same idea as Randall and might well have recorded an even more spectacular sequence on motion picture film.

Note that Randall's sequence caught a man standing at the top of a lower bank of bleachers to the right of the collapsing stand. The unidentified man followed the action all the way and must have later screened one of the most exciting set of home movies ever seen in his household.

KURT ENGELSTAD
Staff Writer, *The Oregon Journal*
(Oregon State '60)

BETTER NAME FOR THE QUILL?

● May I be so bold as to make the suggestion that *Sigma Delta Chi* would be a better name for the magazine than *THE QUILL*?

Sincerely yours,

PEYTON MONCURE
Rte. 2,
Missoula, Mont.
(Montana '54)

Suggestion duly received, Mr. Moncure. What do other readers think?

PRO, CON ON GERALD W. ASH

(Gerald W. Ash's dilemma of "cooperation and withholding news for a time" vs. "get the news at any cost" as told in "From QUILL Readers," June 1961 issue, brought an avalanche of mail. Comments, edited to fit the space, follow):

● As a newspaper reporter, I was a member of the school of "get the news at any cost." A closed meeting gave me more to write about than an open meeting because what I didn't know, or what officials refused to tell me, I could speculate about.

What did bother me, as the years went on and I became a bit older and a bit wiser, and I switched over to wire service reporting, was this:

For all the effort, and the sweat, and

the brow-beating you have to do to find out what happened . . . one significant fact stood out to me: It wasn't appreciated.

To be more blunt about it, sure "the public has a right to know."

But, "the public doesn't give a damn!"

Newspaper people are always standing up and hollering for "the public's right." But have you ever seen the public stand up and holler for "the newsmen's rights?" Like hell you have.

My advice to Gerald Ash is this: Pursue the news, yes. Try any available source to get it.

But when you come up against the brick wall of "no comment" or "I'll give you the story if you agree to hold it for awhile," just print the "no comment" and leave it at that. And hold the story for a while.

And most of all, keep this under your hat: You still have to live in the town where you are reporting the news. And your family has to live there.

And people can get awful nasty.

BERNIE GOULD
Columbus, Ohio
(Illinois '51)

● If I were Ash I would go over the so-called editor's head and bring this situation up before the publisher as the only man who can make a decision. I would tell the publisher that even though he rules the roost, that if his papers keep violating personal covenants kept with news sources that such news will become "military secrets" and next time won't be so readily divulged.

The reporter might complain that should he bring this matter up to the attention of the publisher that he would be given the "treatment" by the editor.

But on the other hand if he has the courage not to sit meekly by, and instead stand up for his principles, based on his own observations and reasoning, who knows but that the publisher, if he is far-sighted enough, would displace the editor and promote the reporter?

ALBERT S. KESHEN
Newark, N. J.
(New Jersey Professional '61)

● Mr. Ash will never get a satisfactory answer to his question.

What needs to be remembered here, is that the "right" to know does not

equate with actually knowing. As a matter of historical fact, what we are prone to consider a fundamental right to information is a concept of recent vintage. In only a few places in the world is there any general agreement that the public has a right to know anything, and even in those places where the "right" gets tacit approval, it is implemented only to a limited extent and is under constant siege by those who have something to conceal. . . .

Sigma Delta Chi's continued crusade against the concealment of governmental activities would merit far greater public acceptance and support if the public was convinced newspapers were prepared to make full use of full revelation. In any case, the only rights man can expect to claim are those he is willing to fight for. As long as there are people, there will be a conflict between the public interest and private privilege.

NORMAN E. HAMNER
5502 W. Bellfort Ave.
Houston 35, Tex.

HE LIKED THE AUGUST ISSUE

● The August issue of *The QUILL* spurred me to take this opportunity to congratulate the staff for the high caliber magazine you are now putting out.

SAM GORDON
Managing Editor
Citizen-News
Hollywood, Calif.

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THE QUILL for September, 1961

Behind the Byline

How a Vacationing Editor 'Broke' a Dramatic Story

● Robert L. Curry, publisher of the South Bay *Daily Breeze* (Redondo Beach, Calif.), was the first newsman to talk with 51-year-old Bernard J. Brous after FBI agents announced they had broken a fantastic bomb scheme which destroyed two microwave relay towers in Utah and Nevada.



Brous and a companion were taken to a federal jail in Ensenada, Mexico, when agents found their arms-laden yacht near the border city's harbor.

There, Brous told Curry of a plot to retaliate against a telephone company by destroying the million dollar relay stations.

This is the story:

Vacationing close to the Ensenada harbor, Curry was alerted by an English-speaking neighbor who, in casual over-the-fence conversation, told him:

"They've captured the fellows who blew up the telephone towers. The boat's at Ensenada harbor."

With a newsman's instinctive curiosity, Curry drove to the harbor and found the 48-foot yacht well guarded by armed Mexican marines.

In Spanish, Curry identified himself as a United States newsman and asked permission to photograph the boat.

But the soldier shook his head and motioned at Curry with an automatic rifle.

Not to be easily talked out of his plan, Curry spotted the company officer and—with help of the officer's broken English—received permission to photograph the boat and the cordon of soldiers.

"The next step wasn't as easy," said Curry, who thus far had been unable to learn where the two suspects were being held.

After a painstaking, but unsuccessful, tour of Ensenada police station, Curry learned the men were undergoing questioning at the federal prison.

He arrived to find the chief of Mexican federal police talking with agents of the Federal Bureau of Investigation.

"I thought I'd start off easy," said Curry, "so I suggested taking a picture of the chief standing by the pile of weapons and ammunition seized from the boat."

The chief, unexpectedly agreeable, posed for Curry's camera and, even more unexpectedly, said, "Follow me," when Curry asked if he could talk with Brous.

Taken to a small room within the prison, Curry introduced himself to the bearded suspect and began his interview.

The story bore Curry's byline and the copyright of Copley News Service.

Said Curry as he retraced events leading to the story:

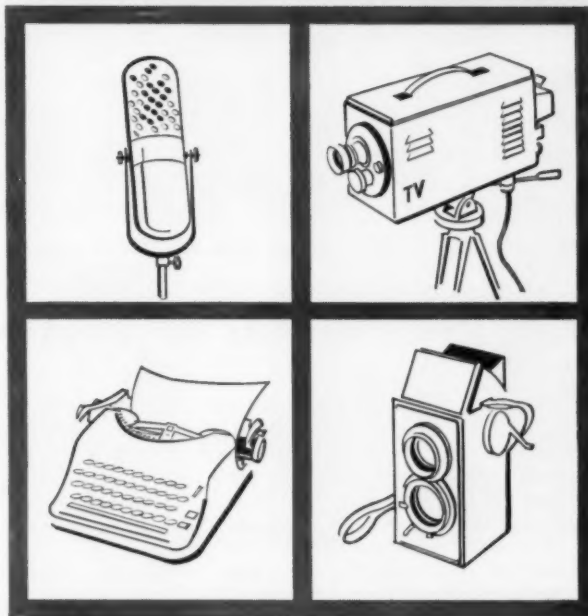
"It was mostly luck; I just happened to be there at the right time."

But it was more than that, a wire service newsman told him.

"It was knowing what to do when the time came."



Announcing **TWA's**
24th annual writing and
picture competition



Your picture, story, film or script about commercial aviation or air travel can bring you prestige and cash in one of 15 different categories in TWA's Writing and Picture Competition. Material published or broadcast between Sept. 15, 1960 and Sept. 15, 1961 is eligible. Entries must be postmarked by midnight of Sept. 20 and received by TWA not later than Sept. 25, 1961. For further details, write for Competition Entry Rules, TWA, 380 Madison Avenue, New York 17, N. Y.

Gordon Gilmore
Vice-President—
Public Relations



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SIGMA DELTA CHI NEWS



FONTAINEBLEAU AND EDEN ROC HOTELS IN OCEAN SETTING

Fun, Professional Profit Ahead in Miami Beach

MIAMI BEACH, FLA.—With the most memorable Sigma Delta Chi convention in 52 years as its goal, the Greater Miami professional chapter's convention steering committee is blueprinting a complete schedule of events to make the October 25-28 conclave a rewarding one in every respect.

For the first time separate sessions of delegates from each of the 11 regionals are planned—a Friday morning feature—providing opportunity to map the regional conventions which are part of the Sigma Delta Chi reorganization following the McKinsey Report.

There will be opportunity for fun as well as to listen to speakers of national importance.

The annual banquet is scheduled for Saturday evening in return to the practice of several years ago.

Convention Chairman STEWART NEWMAN, a past president of the Greater Miami chapter, revealed that several all-expense vacation trips to nearby Caribbean islands would be offered as incentives for early registration by SDX members.

"A six-day Caribbean cruise for two already has been secured and all SDX members (except those of the host chapters) whose registrations are postmarked by September 15, 1961 will be eligible to compete for the cruise," Newman declared.

Two other Caribbean trips are being arranged by HERB RAU, Miami *News* travel editor, and PHIL DEBERARD, Southern Bell Telephone Company, who heads the attendance promotion

committee, as other early registration incentives.

Complete details will be announced in a bulletin which will be sent to 16,000 SDX members immediately after Labor Day.

Meanwhile, Miami *News* Editor BILL BAGGS, who is local program chairman, is working with National President E. W. SCRIPPS II, to develop an informative, provocative program for the luncheons, annual banquet and other educational sessions.

However, the Miami chapter convention committee is planning a liberal amount of free time for society members to enjoy South Florida's world-famous sports, recreational, entertainment and sight-seeing attractions.

RALPH RENICK, another greater Miami past president who heads the special events committee, is planning golf and deep sea fishing tours, an SDX night at a local greyhound track, fashion shows for the ladies and sightseeing trips for visitors attending the convention which will be headquartered at the plush Fontainebleau hotel.

The official convention schedule includes a welcoming cocktail reception Wednesday, Oct. 25; luncheons spon-

sored by the Miami *Herald* and Miami *News* respectively; an outdoors fish fry sponsored by the Miami *Beach Sun* and a Polynesian type luau under the stars.

University of Miami has invited convention registrants to view the October 27 Miami-Carolina football game at the Orange Bowl as guests of the University.

A special program for wives of SDX members will be revealed in the October QUILL and is being arranged by MRS. ELEANOR SHERMAN, wife of FRED SHERMAN, Greater Miami chapter secretary and real estate editor of the Miami *Herald*.

TOM F. SMITH, also a past president of the Miami chapter and head of Miami Beach's convention bureau, predicted a record high in attendance by wives of Society members. He noted that the Fontainebleau was extending the convention rate period from October 20-30 with single rooms at \$12 per person; doubles at \$7.50 and triples at \$5.50.

Honorary Degree Given Lochner at Wisconsin

LOUIS P. LOCHNER, SDX life member and distinguished foreign correspondent, was awarded the honorary degree of Doctor of Letters by his alma mater, the University of Wisconsin. He has contributed his priceless collection of manuscripts and documents to the newly established Mass Communications History Center.

Detroit Chapter To Sponsor SDX Awards Banquet

The Detroit professional chapter will sponsor the annual SDX National Awards banquet next May with DALE DAVIS, feature editor of the *Detroit Free Press*, serving as chairman of the planning committee.

President ROBERT HEFTY announces that Davis will be assisted by TOM ABBOTT, General Motors; CLEM BROSSIER, *Associated Press*; FRANK BUTTLER, American Motors; SAM MCCOOL, Michigan Bell; GEORGE PIERROT, World Adventure Series; BRITTON TEMBY, WWJ; PERRY TEWALT, AMA, and STOD WHITE, *Detroit News*.

Another Detroit Chapter activity is the setting up of a Freedom of Information Committee attempting to insure open sessions of the Michigan Constitutional Convention (Con-Con). CLEM BROSSIER of AP is chairman, assisted by FRANK ANCELO of the *Detroit Free Press*, JIM CLARK of WWJ, JOHN EDDY of UPI, GRANT HOWELL of the *Royal Oak Tribune*, HARVEY PATTON of the *Detroit News*; EMLYN THOMAS of the *Utica Tri-City Progress*, and JOHN WATT of the *Flat Rock Guardian*. KEN WEST, managing editor of the *Lansing State Journal*, will also serve on the committee representing the Central Michigan SDX Chapter.

Oklahoma Session Brings SDX Protest

The Oklahoma professional chapter of SDX officially protested a recent meeting of an Oklahoma county excise board. The protest was filed after JIM STANDARD, Oklahoma City *Times* reporter, charged that he was refused access to an executive session of the board.

The protest said, "The Oklahoma Chapter of Sigma Delta Chi protests your violation of Title 25, Section 201, Oklahoma Statutes, which requires that public boards shall conduct their business in open meetings."

SDX Adds East Texas, Wyoming Student Chapters, During Summer

Sigma Delta Chi is on the march, both in college campus and professional circles. This summer has seen the chartering of new undergraduate chapters at East Texas State College (No. 77) and the University of Wyoming (No. 78).

This same expansion is seen in the professional field, helping to swell the total membership of the society to the present over 17,000 figure. Meanwhile, many inactive members are taking advantage of the opportunity to gain reinstatement upon payment of a \$5 reinstatement fee plus current dues.

The fact that dues payments, as well as expenses in attending chapter meetings,

New Chapter at University of Wyoming



Initiates of the 78th undergraduate chapter of SDX are shown here following initiation and installation services July 9 at the University of Wyoming in Laramie. Installing officers were Buren H. McCormack, vice president of the society and vice president of the *Wall Street Journal*; and Warren K. Agee, the society's executive officer. Left to right are: Rear—Gary Reed, Ron Lytle, Russ Fawcett, and Jack Oslund; Middle—Jack Childers, William Davis, Vincent Vukelich, Gerald Kitchen, and Michael Lindsey; Front—Ed Eaton, Vern Shelton, Gene Bryan, and Dave Stugart. Advisers of the new chapter are W. R. Biggs and Joseph W. Milner.

Charter Night in Texas . . .



Jerry Hendrix, newly-elected president of East Texas State's undergraduate chapter, accepts the charter from Warren K. Agee, executive officer of SDX. Among those participating in the ceremony were Ralph Sewell, regional director of SDX and Walter Humphrey, editor of the *Fort Worth Press*.



Buren H. McCormack presents the charter to Vern Shelton, president.

Charter for Mid-Carolinas



SDX National President Edward W. Scripps, II (center) displays the charter of the new Mid-Carolinas Chapter to R. K. T. Larson (left), of the *Virginian Ledger and Pilot*, Norfolk, Va. Larson is SDX district director. Also looking on is Wayne C. Sellers, of the *Evening Herald*, Rock Hill, S. C., president of the chapter. The Mid-Carolinas Chapter covers territory in both North and South Carolina.

Sigma Delta Chi Men on the Move...



Robert Clark



S. R. Bernstein



J. W. Johnson



Larry Strum



C. G. Warnock



W. F. Balthaser

SIDNEY R. BERNSTEIN, vice-president of Advertising Publications, Inc., which publishes *Advertising Age*, has been elected executive vice-president and general manager.

Mr. Bernstein will continue as editorial director of *Advertising Age* and its sister publications, *Industrial Marketing* and *Advertising & Sales Promotion*, and will broaden his activities to additional management areas. He is serving Sigma Delta Chi as chairman of THE QUILL reorganization committee. Earlier this year, he was named "Advertising Man of the Year" by the Chicago Federated Advertising Club.

JUSTIN M. FISHBEIN, Chicago *Sun-Times* staff member for 10 years, has been named assistant director of Science Research Associates, Inc., guidance publications and services department. A 1949 graduate of Harvard University, Fishbein, 34, joined SRA last year.

MICHAEL HREHOCIK has been named a writer-reporter in the news department of Cleveland KYW Radio. He was reporter and editor of the now-defunct *Cleveland News* before entering promotion and public relations work.

RICHARD A. PENCE is the new editor of the *Carolina Farmer*, a consumer publication of the Tarheel Electric Membership Association, Inc., Raleigh, N. C.

ROBERT CLARK, formerly news writer in the Des Moines *UPI* Bureau, has joined the general promotion department of Meredith Publishing Company, Des Moines, Iowa.

RAY E. HIEBERT has been appointed editorial consultant to the Office of Distribution, United States Department of Commerce, in Washington, D. C. He is an assistant professor in the Department of Journalism and Public Relations at American University and faculty advisor to all university student publications.

C GAYLE WARNOCK is the new director of public relations for Raytheon Company, Lexington, Mass., resigning as vice-president in charge of public relations for the CCI Division, Communication Affiliates, Inc. For 11 years he was with the Ford Motor Company in public relations and was a member of the Chicago *Tribune* political staff.

TOM CAMERON is the new real estate editor of the Los Angeles *Times*.

GEOFFREY FISHER has joined the staff of the Jewish Federation of St. Louis as director of public relations, including editorship of the federation's paper, which circulates about 17,000 copies. He was formerly sports writer and turf handicapper for the late *Cleveland News*.

FRANK W. CHAPPELL JR. has been named director of science news for the American Medical Association. A former city and political editor of the *Dallas Times Herald*, he has for the past three years been director of news and publications for the National Foundation in New York City. His new home will be in Evanston, Ill.

WILLIAM F. BALTHASER has become director of information for the Albert Einstein Medical Center in Philadelphia. As foreign correspondent for NBC in London he received the 1959 Earl Godwin Memorial Award. He is a charter member of the Greater Philadelphia Professional Chapter.

JIM ELDRIDGE has been named editor of *The Carpenter*, official publication of the United Brotherhood of Carpenters and Joiners of America.

JOHN COWLES JR. has advanced to editorship of the Minneapolis *Star* and *Tribune* after joining the newspaper as a police reporter in 1953 following service as second lieutenant in the Army.

SY HANDWERKER, who handled press relations for the 1959 Pan American Games in Chicago, has become director of public relations and vice-president of the National Bird Control Laboratories, Skokie, Ill.

HENRY L. ALSMEYER JR. is now director of public relations of Maryville College, Maryville, Tenn., after serving as managing editor of the *Kingsville (Tex.) Record*.

JOHN K. WILLIAMS (N. U. '51) is now serving in the dual capacity of executive secretary of the Georgia Association of Broadcasters and assistant professor of journalism at Georgia State College. He resides in Atlanta, Ga.

STEVE SMILANICH of the *UPI* bureau staff at Salt Lake City, has been appointed intermountain sports editor. Before joining *UPI* in 1955 Smilanich (Utah Headliners Chapter) served as journalism and English instructor at Boise (Idaho) High School.

WILLIAM H. JONES at 24 has been appointed editor of the *Potsdam (N. Y.) Courier and Freeman*. He was president of the SDX chapter as an undergraduate at Syracuse University.

JOHN W. JOHNSON became director of public relations and advertising for Ling-Temco-Vought, Inc., Dallas-based aerospace and electronics firm, August 31.

LARRY STRUM, sports information director of Boston University, has assumed the post of college sports editor of the *Boston Traveler*, replacing GEORGE CARENS, who retired after 51 years with Boston newspapers.

CHARLES K. BOATNER, longtime evening city editor of the *Fort Worth (Tex.) Star-Telegram*, is on leave as administrative assistant to Vice President Lyndon Johnson.

WILLIAM D. MCBRIDE has been appointed director of information services for The Martin Company's Denver division. He was formerly on the journalism faculty of the University of Iowa.

WILLIAM E. WENTWORTH has assumed the county editorship of *Foster's Daily Democrat* in Dover, N. H.

SID A. LEVY, member of SDX since undergraduate days at Michigan State, has joined the staff of the Kiplinger Washington letter. He formerly was managing editor of the Whaley-Eaton Service, Washington, D. C.

JAMES L. SPIKER (U. of Colorado '52), has been promoted to manager of Chicago area commercial department, Illinois Bell Telephone Company.

ROBERT D. FAISS is the new assistant executive secretary to the Nevada Gaming Commission. He was formerly city editor of the Las Vegas (Nev.) *Sun*.

Tax Exemption Ruling Defined For Benefit of SDX Members

Expenses incurred by Sigma Delta Chi members in attending SDX meetings and conventions, and otherwise in participating in the affairs of the Society, normally will be deductible for income tax purposes under a May 10, 1961 exemption ruling of the Internal Revenue Service.

An interpretation of the application of the ruling has been given National Headquarters by Willis D. Nance, a member of the Chicago law firm of Kirkland, Ellis, Hodson, Chaffetz and Masters, in answer to inquiries from several chapters and members.

The firm, in cooperation with the Headquarters office, prepared the brief and the supporting documents which resulted in the ruling that Sigma Delta Chi and its subordinate chapters are exempt from federal income taxes under Section 501(c)(6) of the Internal Revenue Code of 1954.

This exemption ruling supersedes the former exemption ruling under Section 501(c)(7). This means that Sigma Delta Chi is now classified as a business or professional organization, rather than as a social club, for income tax purposes. (See the July issue of *THE QUILL*.)

States Mr. Nance:

"The distinction, so far as members are concerned, is that dues and expenses paid in connection with a *professional* organization ordinarily represent deductible business expenses to members, whereas dues and expenses paid in connection with a *social club* are not deductible business expenses except insofar as the member can prove that the expenses were incurred solely for business purposes.

"This distinction is of considerable im-

portance to members in filing their income tax returns, particularly in view of the increasingly strict attitude of the Internal Revenue Service toward deduction of entertainment expenses of the type associated with social clubs.

"The types of expenses which will be deductible by members in connection with Sigma Delta Chi as a professional organization include dues, expenses of attending meetings and conventions, and most other expenses incurred as a requisite to membership or in participating in the affairs of the organization.

"The deduction depends in all cases on the facts and circumstances of the individual case and the member must be prepared to show that the deductions claimed are connected with and in furtherance of his professional activities."

Expenses "incurred as a requisite to membership" include annual National dues. No man may hold membership in the Society or in a local Professional chapter without paying his National dues. In addition, most local chapters have minimal dues assessments.

As a result of the deductions now permissible, SDX leaders anticipate increased promptness in paying dues as well as increased attendance at chapter meetings, regional gatherings, and the annual National Convention.

Professional Chapters Can Help In Enrollment of Recent Graduates

"Like any organization, Sigma Delta Chi requires a continual influx of new blood to keep it alive and active," points out Warren K. Agee, executive officer.

To gain such an infusion of new members off the college campus, the headquarters office asked journalism directors of the 78 colleges and universities which have SDX chapters to send the names, addresses and occupations (if known) of their 1960 male journalism graduates.

These cards have been turned over to the professional chapter presidents for attention of the membership committee. It is hoped that the SDX members will be invited to professional chapter membership immediately. The National By-Laws do not require any further vote in their becoming members of the professional chapters; they need pay only their local and National dues.

The non-members are to be observed to determine whether the professional chapters may wish to invite them to become SDX members after their minimum professional experience has been obtained.

Editor Addresses Austin Chapter

What America needs is not more government information restrictions but rather greater facilities for informing the public, WILLIAM P. STEVEN, editor of the *Houston Chronicle*, told the annual awards dinner of Austin (Tex.) Chapter of SDX.

The dinner was marked by a special \$100 scholarship. This was presented by DICK VAUGHAN in memory of his son, a journalism major, killed in a tragic accident. The scholarship was processed by SDX at the request of Vaughan, member of the Austin Chapter.

The Key Cities
of the South
are on

DELTA'S
new trans-
continental
Skyway



Delta's big jets over a new Southern Transcontinental Route now enable you to include important cities across the South on a coast-to-coast trip. Los Angeles, Dallas, Fort Worth, New Orleans and Atlanta all lie along Delta's new jet skyway. Plus DC-7's between San Diego/Las Vegas and the Southeast. And October 15, Delta inaugurates service to San Francisco.



DELTA

A New Southern Transcontinental Route



We Welcome These 187 New Professional Members

As proof of the growing ranks of professional members of Sigma Delta Chi, we welcome the 187 who have recently joined a chapter and whose names are listed by states and by their newspaper, magazine, radio-television station or other affiliation.

ALABAMA—John F. Adams, Irving H. Beiman, Charles G. Brooks, Wendell O. Givens, and Victor H. Hanson, II, Birmingham News; Thomas J. Dygard, AP; Robert W. Jones, WAPI Radio-TV; Ardis E. McCants, Anniston Star; John H. Talley, Gadsden Times; Sidney L. Thomas, Birmingham News; Clarence G. Thomson, Sr., Industrial Community Press; William O. Tome, UPI; Walter R. Thames, Sr., Bessemer News.

CALIFORNIA—John D. Greensmith, San Diego Union-Tribune; Murray Arnold, Bakersfield Metro; Bernard M. Bour, The Asia Foundation; Henry J. Budde, Progress (San Francisco); Rodney A. Guilfoil, Donald Reed and John D. Lowrey, UPI; John R. Healey, California State Poly; Otis Chandler and Frank Haven, Los Angeles Times; Samuel Sansone, Los Angeles Examiner; John P. Cooper, Charles N. Eischen, John A. Sund, and John N. McDonald, San Diego Union; Lester E. Tokars, Cardinal Hoover High School (San Diego); Elliott Cushman, San Diego Independent; and Edmond L. Feeley, El Centro Post-Press.

FLORIDA—Richard M. Gruenwald, Miami News; Robert Ruiz Hicks, Tampa Tribune.

ILLINOIS—Paul E. Gustafson, Lutheran Companion (Rock Island); Rev. John J. Dietzen, The Register (Peoria).

IOWA—John J. Sarcone, Des Moines American Citizen & University Press; Jack C. Troe, Des Moines Register.

LOUISIANA—Cheston Folkes, Alcee J. Alleman, Richard E. Palmer, James W. Sasser and Edward W. Stagg, Baton Rouge State-Times; Allen J. Lottinger, Houma Courier; William B. Read, WBRZ-TV.

MARYLAND—Marvin Lawrence Arrow-smith, AP, and Philip C. Geraci, University of Maryland.

MASSACHUSETTS—Donald R. Dwight, Holyoke Transcript-Telegram; John A. Skakle, Waltham News-Tribune; Maxwell L. Wiesenthal, Portland (Me.) Press Herald; Paul L. Smith, Woonsocket Call; Donald F. William and Richard F. Wright, Worcester Telegram & Gazette.

MICHIGAN—Louis A. Arkles, Motor News; Judd Arnett, Mark F. Ethridge, Jr., and Robert H. Pille, Detroit Free Press; John C. Eddy, UPI; Albert E. Fleming, The Iron Age; William Kroger, Business Week; C. Carl Lysinger, Victor W. Packman, Harry C. Sahs and Martin S. Hayden, Detroit News; Jack Powers, WXYZ-TV.

MISSISSIPPI—Sellers G. Denley, Calhoun County Journal; William Brown Ray, Vicksburg Evening Post; Berry L. Reece, Jr., UPI.

MISSOURI—Howard Hill, Richmond News & Liberty Tribune; George E. Spear, Jr., Belton Star-Herald; George T. Rad-dant, Gold Chevron magazine; R. Ross Barnes, Labor Beacon.

MINNESOTA—Kenneth M. Anderson, Barnesville Record-Review; Ronald Shelley Anfinson, Swift County Monitor & News; Ernest L. Holmlund, Marshall County Banner; Lauritz W. Mathiason, Wheaton Gazette; Bardulf Ueland, Halstad High School.

NEBRASKA—Gene A. Budig and Eugene Gauger, Lincoln Star; Armand Schneider, Lincoln Journal; M. Duncan Sowles, Nebraska Farmer.

NEW YORK—John M. Cooper, Walter L. Cronkite, Jr., and Tom Costigan, CBS News; William D. Horgan, The Exchange magazine; Henry E. Isola, Isola Sports News Service; Lawrence F. Mihlon, Factory magazine; Martin Plissner, WMCA Radio; William C. Sexton and Roger Tatarian, UPI; Lee deLaguna Landes, Staten Island Advance.

NORTH CAROLINA—John I. Anderson, Jr., Transylvania Times; John A. Andrew, Stanley News & Press; Walter A. Damtoft and L. M. Wright, Jr., Charlotte Observer; Alfred G. Ivey, U. of N. Carolina; Carroll McGaughey, Jr., WSOC-TV; Herbert O'Keefe, Raleigh Times; Lockwood Phillips, Carteret County News-Times; Steed Rollins, Durham Morning Herald; Vernon F. Sechrist, Rocky Mount Telegram; Richard L. Young, Jr., Charlotte News.

SOUTH CAROLINA—George A. Buchanan, Henry H. Jenkins, and John H. McGrail, University of South Carolina; James E. Chaffin, Greenwood Index-Journal; Gus J. Chigges, John W. Scott, Lloyd Huntington and S. L. Latimer, Jr., Columbia State; Thomas P. Davis, Georgetown Times; Wayne W. Freeman and J. Kelly Sisk, Greenville News; William L. Kinney, Jr., and William L. Kinney, Sr., Marlboro Herald-Advocate; Paul League, Seneca Journal & Tribune; James A. Rogers, Florence Morning News; Joseph L. Wiggins, Hartsville Messenger; Charles H. Wickenburg, Jr., Charlotte Observer (Columbia).

NORTH DAKOTA—John G. Conrad, Bismarck Capitol.

OKLAHOMA—Herb Kerner and Riley W. Wilson, Tulsa World; Bill R. Pitcock, KTUL-TV; Joseph H. Carter, UPI.

PENNSYLVANIA—Arthur Klein, Philadelphia Jewish Times; Norman M. Lloyd, Cornelius Kelly, John F. Pfeffer, Robert P. Homer and Charles A. Weinert, Automotive Industries magazine; Paul E. Rust, WIP Radio; Thomas E. Simonton, NBC News; James E. Walters, AP; Robert L. McKee, WJAS-NBC; William J. Steinbach, WDKA Radio; Morley F. Cassidy, Philadelphia Evening Bulletin; William H. Jones, Washington Observer; David C. Murray, WTAE-TV; Walter F. Rutkowski, Valley Daily News; Edward H. Seneff, Oakmont Advance-Leader; John A. Siegel, Meadville Tribune; Willard J. Stevens, Washington Reporter; William S. Jackson, Pennsylvania State University; Russell J. Jandoli, Bonaventure University; Patrick W. Kennedy, Wall Street Journal; Clifford A. Thomas, Williamsport Sun-Gazette; A. Douglas Thompson, Carlisle Evening Sentinel; John P. Feeley, Danville News; Harry McLaughlin, Harrisburg Patriot-News.

TENNESSEE—Edward C. Ford, Nashville Banner; Edward M. Freeman, Nashville Tennessean; George W. Kelly, Johnson City Press-Chronicle; Glenn E. McNeil, Tennessee Press Association.

TEXAS—Larry Doherty and Frank Perkins, WBAP-TV, Fort Worth; William D. Sheridan, Texas Christian University.

VIRGINIA—Kenneth W. Baldwin, Jr., and George J. Hebert, Norfolk Ledger-Star; Fletcher Cox, Jr., Kenneth L. Gould, John A. Gunn and John M. Lee, Jr., Richmond News Leader; Charles A. Goodykoontz and James E. Grimsley, Richmond Times-Dispatch; Chiles T. A. Larson, WVEC-TV; William J. Missett, Suffolk, News-Herald; John O. Gravely, III, Virginia Gazette; Donald H. Batting, WICE Radio.

WEST VIRGINIA—Herman P. Dean, Wayne County News; James K. Dye, Point Pleasant Register; Ralph E. Fisher, Moorefield Examiner; William E. Francois, Marshall University; Charles T. Mitchell and Harold R. Pinckard, Huntington Herald-Advertiser; Joseph C. Pilegee, Jr., AP; Dwight C. Wetherholt, Gallipolis Tribune & Times; Domenick Furfari, Jr., Morgantown Dominion-News; Guy H. Stewart, West Virginia University; John C. Veasey, Fairmont West Virginian.

WASHINGTON, D. C.—Robert A. Barr, Fairchild Publications; William C. Bryant, U. S. News & World Report; Brian M. Duff, Copley Newspapers; William D. Hall, Aviation Daily; Jerome M. Landay, Westinghouse Broadcasting Co.; Michael J. Marlow and Raymond L. Scherer, NBC News; Vance H. Trimble, Scripps-Howard Newspaper Alliance.

WISCONSIN—David A. Yuenger, Green Bay Press-Gazette; Robert W. Wells, Milwaukee Journal.

Scholarship Winner . . .



Miss Mary Jo Latham (left), recent graduate of Hollandale (Miss.) High School and columnist for Hal DeCell's prize-winning *Deer Creek Pilot* at Rolling Fork, Miss., is one of the three Mississippi winners of SDX Freedom of the Press scholarships. Making the presentation of the \$100 scholarship and medal is Purser Hewitt, executive editor of the Jackson (Miss.) *Clarion-Ledger* and president of the Mississippi SDX Chapter. The other Mississippi winners, not pictured, are Miss Jo Guyton Gerrard and Miss Lelya Lynch, both of Marks.

EDITOR HONORED

DAVID BRICKMAN, editor and publisher of the Medford (Mass.) *Mercury* and Malden (Mass.) *Evening News*, has been named chairman of the working committee on public relations for the Eighth National Conference of the U. S. National for UNESCO. This will be held in Boston October 22-26.

Dates to Remember

1961

September 27-30—Radio-Television News Directors Association, Washington, D. C.

October 11-14—National Editorial Association, Pick-Congress, Chicago.

October 14-15—Illinois AP Editors Association, Chicago.

October 15-17—Inland Daily Press Association, Drake Hotel, Chicago.

October 25-28—Sigma Delta Chi annual convention, Miami Beach, Fla.

November 15-17—AP Managing Editors Association, Dallas, Tex.

1962

April 18-20—American Society of Newspaper Editors, New Orleans.

April 28-29—Texas Association, Sigma Delta Chi, Lubbock.

May—Sigma Delta Chi Annual Awards Banquet, Detroit.

June 20-23—National Editorial Association, Hershey, Pa.; also St. Louis, November 14-17.

September 25-29—Associated Press Managing Editors Association, Minneapolis.

November 14-17—Sigma Delta Chi annual convention, Tulsa, Okla.

SDX NEWS for September, 1961

Obituaries

WILL C. GRANT of Dallas, Tex., died June 16, 1961. He was initiated as a professional by SMU '39.

RODERICK M. GRANT (Baltimore '22), 60, editor of *Popular Mechanics Magazine* until his retirement in 1960, died suddenly June 6, 1961.

WILLIAM H. MAAS (Grinnell '28), of Cicero, Ill., died July 11, 1961, following a series of strokes.

WILSON MCCOY (Chi-Pr-'61) of Barrington, Ill., creator of the syndicated comic strip, "The Phantom," died following a heart attack.

ALVIN P. PARSONS (IaS-'46) of Ames, Iowa, died June 22, 1961.

CECIL C. PRINCE (NCU-Pr-'59) of Charlotte, N. C., died in May, 1960.

MAX H. WHITE (Min-Pr-'41), '61, publisher of the Winona (Minn.) *Daily News*, died following a series of strokes.

Ken Marvin Retires From Iowa State

KENNETH R. MARVIN retired July 1 as head of the Department of Technical Journalism at Iowa State University and will be succeeded by CARL HAMILTON, editor of the Hardin County (Iowa) *Times* and the Iowa Falls *Citizen*.

The retirement was noted by Sigma Delta Chi in a reminder that Ken Marvin's loyalty and devotion to the welfare of the society through the years have been an inspiration not only to the professional members but also to many undergraduate members who have entered SDX under his guidance. His contribution as National Vice President in charge of Undergraduate Chapter Affairs from 1946 to 1948 was especially noted. The Wells Memorial Key, the highest honor that can be conveyed by Sigma Delta Chi on one of its members, was presented him in 1948.



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*To be accurate, please remember there's no hyphen between Socony and Mobil.



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Purely Personal About SDX Members . . .



Fred Hartman



T. H. Wiant



L. J. Corsetti



E. E. Sentman



Ted Harp

FRED HARTMAN, editor and publisher of the Baytown (Tex.) *Sun*, has been chosen chairman of the 1961 Houston Journalism Assembly October 26-28. The department of journalism will be host for the event.

DR. FRANK CUNNINGHAM has been elected a Fellow of the International Institute of Arts and Letters, world-wide cultural society, with headquarters in Kreuzlingen, Switzerland. Dr. Cunningham (Washington and Lee '32) was honored for his contributions to the field of Americana in literature.

EDWIN H. ROHRBECK was awarded the Epsilon Sigma Phi certificate of recognition at a recent meeting of the Pennsylvania Alpha Omicron Chapter. He retired June 30 after 36 years as agricultural extension editor at Pennsylvania State University.

DANIEL W. KOPS, president of WAVZ Radio in New Haven, Conn., and WTRY Radio in Albany, Troy, and Schenectady, N. Y., has won a major award in broadcasting. His station received the Alfred I. DuPont \$1,000 award for outstanding community service based on a series he produced entitled "Our Restless World."

GROVER SMITH, press secretary to Senator John Sparkman (D., Ala.) is currently publicity director of the Washington, D. C., Chapter of the University of Alabama Alumni Association and the Congressional Secretaries Club Playhouse.

THOMAS W. HAGAN has been appointed deputy assistant director for public affairs by Frank B. Ellis, director of Civil and Defense Mobilization. A native of Dallas, Hagan has been chief of the Washington Bureau of the Cox newspapers since 1957 and previously served as editor of the Miami *Daily News*. A Pulitzer prize winner for editorial writing, he served as president of the Greater Miami chapter, Sigma Delta Chi.

"Merchants of Life," by TOM MAHONEY (Missouri '27), an account of the pharmaceutical industry, has been published in German by Econ-Verlag of Dusseldorf as "Vom Heftplaster bis zum Anti-histamin." A Japanese version of the 1959 Harper book appeared last year.

ROBERT S. MATTHEWS JR., Asheville (N. C.) *Citizen* reporter, was presented a Lions International Leo award "in grateful recognition of outstanding contributions in public relations and to advancement of Lionism."

THOBURN H. WIANT of Bloomfield Hills, Mich., a vice-president of Young & Rubicam, Inc., has been elected 1961-62 president of the Community House, Birmingham, Mich.

LOUIS J. CORSETTI of McKees Rocks, Pa. has been appointed assistant professor of journalism at Duquesne University. He has been editor of the *Carnegie Signal Item* for the past six months.

DR. FRANK LUTHER MOTT, Dean Emeritus of the University of Missouri School of Journalism, has presented a collection of letters and similar papers by or pertaining to well-known figures in American literary history to his university. These will be included in the Western Historical Manuscripts Collection.

DR. J. BEN LIEBERMAN has been named visiting professor of journalism at Columbia University. During World War II he was Director of Informational Services for the U. S. Navy and later assistant to the general manager of the San Francisco *Chronicle*.

OTTO SILHA, vice president and business manager of the Minneapolis *Star and Tribune*, has been appointed a regent of the University of Minnesota.

EVERETTE EDGAR SENTMAN (Illinois '34) has been elected vice president of the United Educators, Inc., Tangle Oaks Educational Center, Lake Bluff, Ill. He plans and directs continuous revision and publication of all educational works produced at Tangle Oaks.

TED HARP (L.A. Pr. '59), for the past three years city editor of the South Bay *Daily Breeze*, Redondo Beach, Calif. heads a new organization, Executive News Service. This public relations firm will serve the South Bay commercial and industrial market.

E. BRUCE HARRISON, JR., administrative assistant to Congressman KENNETH A. ROBERTS of Alabama, has joined the pub-

lic relations staff of the Manufacturing Chemists' Association, Washington, D. C. He was the recipient in 1954 of the Sigma Delta Chi Award presented at the University of Alabama to the outstanding male journalism graduate.

EARL O. EWAN of U. S. Steel public relations, New York City, has been re-elected treasurer of the Columbia Journalism Alumni in a world-wide ballot of the graduates. He has been treasurer since 1953.

WILLIAM W. JOHNSON, author and veteran correspondent for *Time* and *Life* magazines, has been appointed professor of journalism at UCLA.

Purchase of the Copper Basin *News* by Brooks Newspapers, Inc., was announced by JAMES R. BROOKS, president and publisher of Brooks Newspapers, Inc. and JOHN SEATER of the Copper Belt Printing and Publishing Company, Globe, Ariz. Brooks is a former president of the Chicago Headline Club and resided in Mount Prospect, Ill.

GILBERT JONAS, vice president of Harold L. Oran, now on leave of absence, has been on a two-month tour of Southeast Asia to develop Peace Corps programs.

Second Lt. EDWIN W. DEAN, JR. (Stanford '60) recently participated in the 8th Division's 68th Armor in Army training tests in Baumholder, Germany. Before entering the Army he was employed by the Inglewood (Calif.) *Daily News*.

DR. ROBERT S. GOYER (DePauw '45) is now editor of the *Central States Speech Journal*. He is associate director of the Communication Research Center and associate professor of the department of speech at Purdue University.

HARRY F. REUTLINGER, who retired recently after almost half a century with Chicago's *American*, was honored by his colleagues at the Chicago Press Club. They bid farewell to Harry, who is moving to Florida, as the man whose journalistic exploits included dispatching an incubator to the new-born Dionne quintuplets and dubbing flyer Douglas Corrigan with the nickname, "Wrong Way." Reutlinger started in 1914 as a copy boy and retired 47 years later as managing editor.

SIU Receives Journalism Grant



The journalism department of Southern Illinois University, Carbondale, Ill., was recently awarded a grant from *The Wall Street Journal's* Newspaper Fund to underwrite an experimental program aimed at developing and improving school pages in local newspapers. The Fund's executive director Don Carter (left) explains to Dr. Howard R. Long, journalism department chairman, the objectives of the program. Looking on is Graduate Assistant Robert Cary, teacher at Ballard Memorial High School in Barlow, Ky., who will work with Long.

Missouri, Nebraska Join States Adopting SDX Open Record Bills

There was good news from Missouri and Nebraska recently for Sigma Delta Chi and particularly for V. M. NEWTON, Jr., the Society's Freedom of Information chairman for nine years.

Missouri affirmed a policy of open public records when Governor JOHN M. DALTON signed a measure providing penalties for public officials who violate the public's "right to know."

The Nebraska legislature vote for the open public records bill was an impressive 43-0 and was especially satisfying to DON SHASTEEN of the *World-Herald* bureau in Lincoln, who carried the fight for FOI.

Model open records and open meetings laws have been placed before many legislatures and Chairman Newton reported that before the Missouri and Nebraska actions that during the last eight years the legislatures of 22 states, including Hawaii and Alaska, have adopted one or both of the SDX laws. He further comments:

"This indeed is a key campaign since it is designed to build up the people's sentiment at the grass root level from coast to coast to help us in our fight against the secret government of the Federal bureaucracy."

The Missouri bill is a memorial to the late Senator Thomas C. Hennings and his fight for freedom of information. Present as the governor signed the bill was IRA B. McCARTY, staff writer of the *Kansas City Star* and a member of the SDX Freedom of Information Committee.

RISE IN ROTC

Commissioned second lieutenants in the Army Reserve Officer Training Corps after summer camp at Fort Riley, Kan. were SDX members KENNETH J. JOHNSON of Gettysburg, S. D. and ROBERT T. METZ of Hamburg, N. Y.

Son of Ray Howards Dies in Auto Crash

ZACK HOWARD, 18, son of Mr. and Mrs. Ray O. Howard, Midland, Tex., died June 23 when the sports car in which he was riding overturned.

The grieving father, a member of SDX who conducts the Howard Company of printers and office outfitters, made this comment in the firm's *Desk Sheet* for its customers:

"It is with a broken heart that we inform you of the tragic death of our son, Zack. . . . We cannot say his death was 'untimely,' for surely there would never have been a good time to give him up . . . but isn't it wonderful to be called at a time when you have nothing but great expectations, nothing but fond memories, nothing but certainty as to the future?"

"We thank God so very much for the wonderful pleasure of Zack's company for over 18 splendid years. Surely we have been overly blessed. Time will heal the gnawing emptiness consuming us now, and his memory will be a comfort just as he so often was."

EDUCATOR HONORED

JOHN L. HULTENG recently received the University of Oregon's highest tribute to a faculty member—the \$1,000 Ersted Award for distinguished teaching.

Hulteng, associate professor of journalism, and adviser to the student chapter of SDX, came to the university in 1955.

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From Editor & Publisher, August 12, 1961, page 11:

**OREGON JOURNAL:
SALE MARKS NEW PHASE
FOR OLD INDEPENDENT**

Announcement of the purchase by the Samuel I. Newhouse interests is news to the newspaperman. But E & P goes behind the scenes, recreates the intriguing histories of both *The Oregon Journal* and the *Portland Oregonian*—a background story marking both yesterday's and today's trends in Journalism.

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Subjectively Speaking . . .

by EMMETT PETER, JR.

THIS IS AN untold story, and I have a suspicion that the protagonist, VINCIL M. (RED) NEWTON, would as soon keep it that way. It concerns Red's book, *Crusade for Democracy* (THE QUILL, June, 1961). However, since the book is against secrecy, its author couldn't logically complain if I tell the REAL INSIDE story.

Well, the Iowa State University Press (Ames) decided to dress up the dust jacket of *Crusade* by using a faint outline of some of the Tampa *Tribune's* block-buster stories that won acclaim for Red and his staff. The jacket came in, and there was Red and his Sunday editor, LELAND HAWES, admiring its artistry and effectiveness.

"No!" shouted Hawes suddenly. "It can't be—the jacket has *that* story on it—the one we had to retract!"

A frantic search of the files and Hawes' analysis proved right. Out of thousands of *Tribune* stories, only a couple had been challenged—but sure enough, one appeared, on the jacket by a thousand-to-one mischance. When it was printed originally the story brought down the wrath of a Florida Supreme Court justice. Prodded by its lawyers, the *Trib* retracted.

The result was a brand new book jacket. No doubt the Iowa State University Press now has for quick sale a supply of possibly libelous dust jackets. That is, if it can find a buyer willing to undertake a second round with a Supreme Court justice.

★ ★ ★

THE NEWSPAPER critic nowadays isn't at all bashful about printing what, in his opinion, is wrong with television. And to judge by the columns, there's plenty wrong—constant violence, silly formula plots, dull programming, and muffed chances for public service.

Nobody has suggested seriously that TV criticism isn't a proper function of the press—but if this is true, why doesn't TV hit back with some pungent critiques of the newspapers?

Oddly enough, the question comes not from television but from a TV-radio columnist—RUSSELL KANE, of the *Cleveland Plain Dealer*. Kane argues: "It seems reasonable that if newspapers can criticize the entertainment content of radio-TV, then radio-TV can criticize the news treatment in newspapers."

Kane's motion received a prompt second from WILLIAM FEATHER, veteran paragrapher who edits several industry house organs.

"As a one-time newspaperman I have great affection for newspaperdom but I think the business could stand criticism," Feather writes. "We all need criticism: praise and rebuke. Even the comics need a more critical eye than the average editor gives them. Some of the columnists could do with a sharp word now and then."

End of argument . . . so far. But we'd like to hear more from QUILL readers. Should TV keep an eye on the press, especially in so-called monopoly cities? Is TV properly staffed and competent for the task? And if so, why are the TV boys content to take all the spankings without administering any?

★ ★ ★

SOME OF THE magazines don't mind taking a close look at the press. Not long ago *Time* ran a piece on the variation in style book use among U. S. papers. (Some don't have 'em, some do, and many who do ignore 'em.)

Time's press editor quotes the Salt Lake City *Tribune*

style book warning of typographical peril in words such as "shot, suit, short, shift, skit, etc." This, of course, is all too true—but I can add one more word to the list of perils. Once I handled a story with an Alabama dateline telling of the arrest of a preacher who insisted on thrusting his hand into a cage of hissing rattlesnakes. Those serpents might have been hissing in the cage, but the bulldog edition had 'em engaged in another sort of activity.

★ ★ ★

MAYBE IT'S old news by now, but it will annoy the newspaper contest judges, and it is really one's altruistic duty to annoy contest judges occasionally. No doubt all of this year's awards jurors of Pulitzer, SDX, Headliner, Green Eyeshade, and other competitions feel pretty smug, now that the citations were given out several months ago. Biggest news story of 1960? Well, they flubbed. Every last one of those judges.

Perhaps it's understandable because the sensational scoop of the year wasn't entered in any of the contests. It was a front-page story in the June 19 issue of the *Worker* in which Staffer DANIEL MASON wrote a bylined account of Eisenhower's reception on the streets of Tokyo. Under a four-column head, Mason related: "The disgraceful spectacle this weekend in Tokyo of the President of the United States, surrounded by police and soldiers and American Marines, being forced upon the Japanese people as an unwelcome guest, emphasized the latest quandary of Wall Street. . . ."

The paper, obviously pre-printed, was on sale Saturday, June 18, during those hectic hours Ike kept insisting he was going to Tokyo. When the plans changed, Wall Street's quandary was transferred quickly to the *Worker*, which was caught with its red underdrawers at half mast. The fact remains, Mason was the only newspaperman to get Ike to Tokyo, and he deserves some sort of recognition, perhaps the same kind the *Chicago Tribune* got after its 1948 headline proclaiming Dewey the winner over Truman.

Author of this new QUILL column is Emmett Peter, Jr., editor of *The Daily Commercial* of Leesburg, Fla. and recipient of National Headliner and national SDX public service awards. He says that the specs and pipe in the photo are simply props designed to create an illusion of sophistication. Also, Mr. Peter is hopeful QUILL readers will contribute comments and anecdotes because he becomes depressed at the thought of writing the entire column.





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These new atomic plants result from research and development programs carried on by the investor-owned electric power industry—many independent companies that plan and function on a nationwide scale. Many companies work together in operating each of the plants, so that all can learn more about the best ways of turning atomic energy into electric power.

But the investor-owned electric light and power companies realize that atomic electric power, even in today's useful stage, is by no means the ultimate answer to America's future need for electricity.

They are studying techniques for producing and distributing power even newer than today's methods. For example:

The thermoelectric generator—provides current through heated semi-conductor metals.

Magnetohydrodynamics—generates current when fiery fuel shoots through a magnet.

The fuel cell—produces electricity from low-cost fuels.

Ever higher-voltage transmission—new lines and facilities for greater capacity than even today's electric "expressways."

Each method may some day play a part in supplying the tremendous amount of additional power America will need for new homes, new jobs and new businesses.

It is only natural that the more than 300 investor-owned electric companies explore every possible source of greater electric strength for the nation. *Power is their responsibility.* Their skill and resources have made this the world's greatest electric nation. They can supply all the additional electric power Americans will call for.

Investor-Owned Electric Light and Power Companies

Company names on request through this magazine

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